

JAN./25c

Body Beautiful

STUDIES IN MASCULINE ART



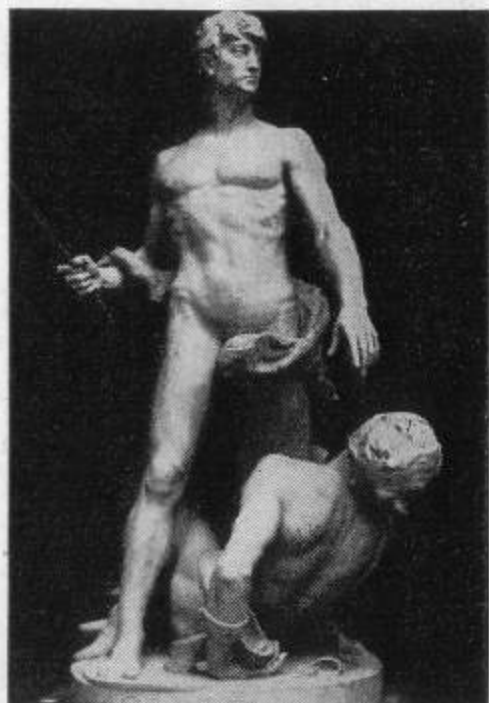
ARTIE ZELLER

Classical body beautiful
with Zeus-like quality.

Cover By Lon



ELMO SANTIAGO by Gebbe
"The vanished gods to me appear". . . . EMERSON



THE AGE OF IRON

Luxembourg Gallery, Paris

*"Nobility of the soul is deduced
from nobility of bodily form."*

... . PROF. E. MATTHIAS

Editorial

It is with a feeling of genuine pride that we thank all of you for your generous and cordial reception of "THE BODY BEAUTIFUL" with the pressing of our first issue last month. Your response has been so tremendous that we justly feel that you have given us an ovation. Apparently all of us are in agreement that a magazine of this type has long been overdue.

The cause of bodybuilding must be nurtured by many other factors than by actual exercise alone. There is first a need to understand *why* the body should be built to the highest possible state of perfection. There is the secondary need to know *how* this can best be accomplished. These two points are more than adequately covered in our other

(Continued on Page 44)

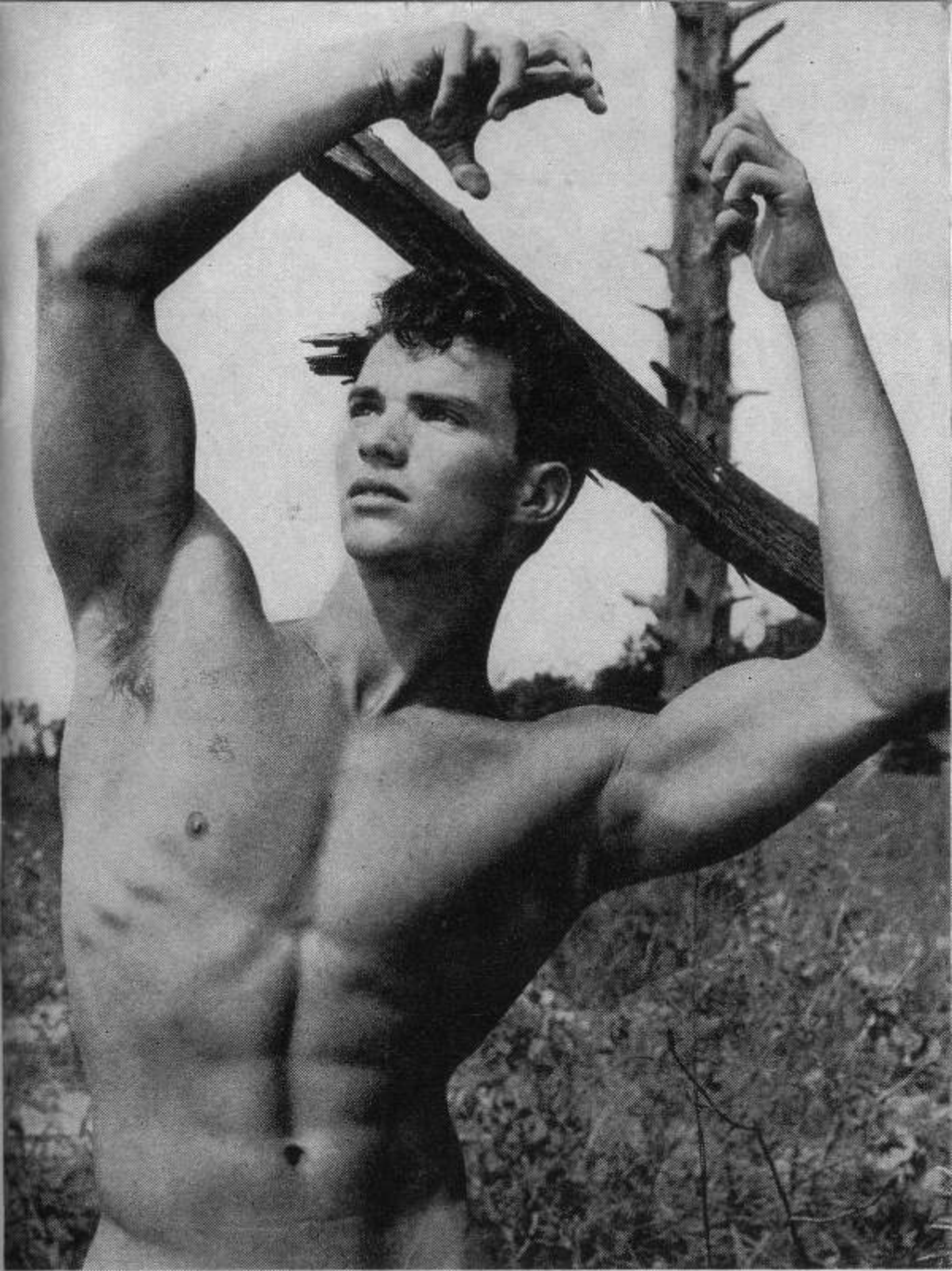
from Walt Whitman's "Leaves of Grass"

GLENN BISHOP photographically portrays excerpts of the poem . . .

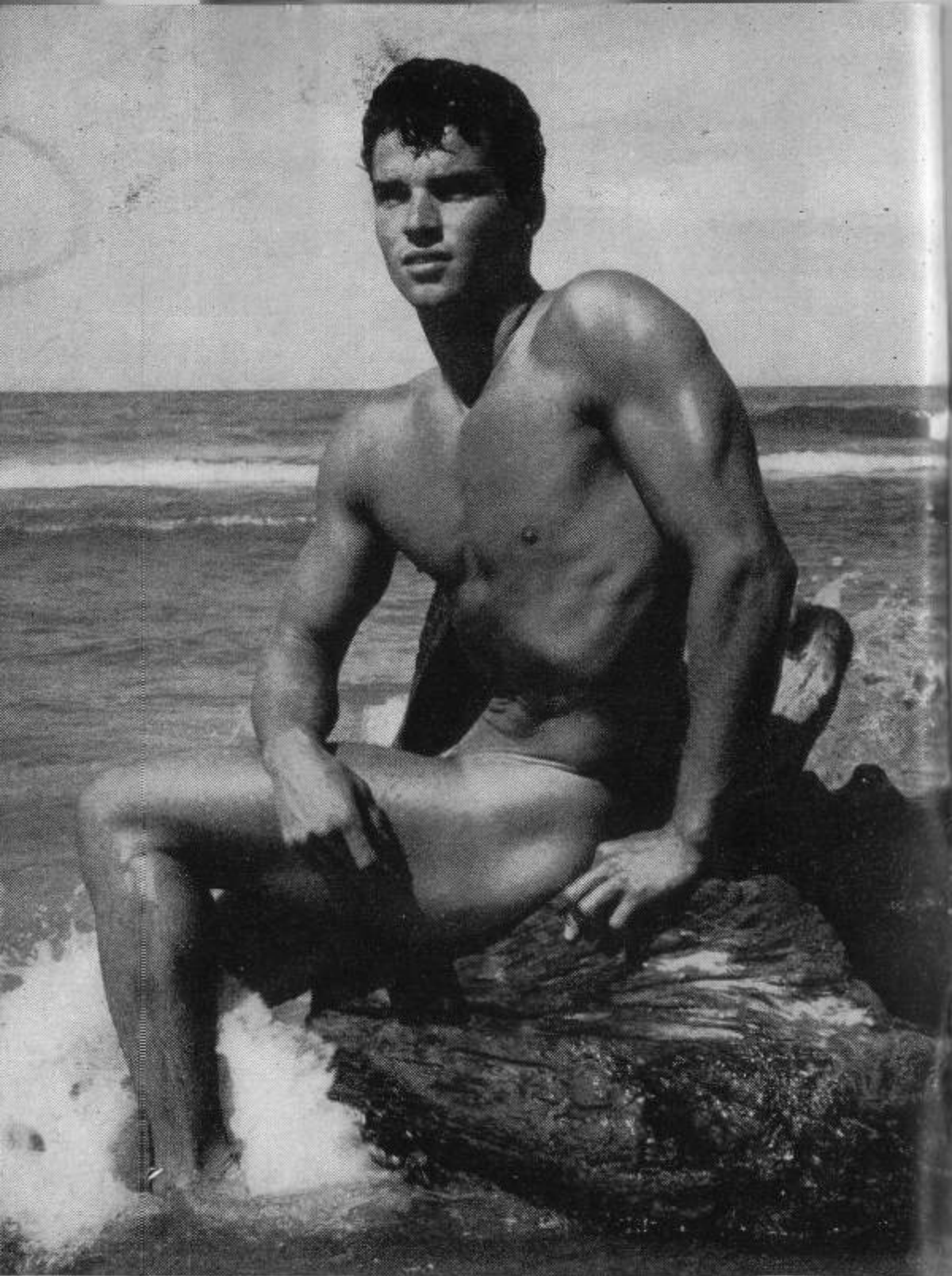
"I SING THE BODY ELECTRIC"

I sing the Body electric;
The armies of those I love engirth me, and I engirth them;
They will not let me off till I go with them, respond to them,
And discorrupt them, and charge them full with the charge
of the Soul.
The love of the Body of man or woman balks account—
the body itself balks account;
That of the male is perfect, and that of the female is
perfect . . .
The expression of the face balks account;
But the expression of a well-made man appears not only
in his face;
It is in his limbs and joints also, it is curiously in the
joints of the hips and wrists;
It is in his walk, the carriage of his neck, the flex of his
waist and knees—dress does not hide him;
The strong, sweet, supple quality he has, strikes through
the cotton and flannel,
To see him pass conveys as much as the best poem,
perhaps more,
You linger to see his back, and the back of his neck
and shoulderside . . .
The swimmer naked in the swimming-bath, seen as he
swims through the transparent green-shine, or lies
with his face up, and rolls silently to and fro in the
heave of the water . . .
The bending forward and backward of rowers in row-boats
—the horseman in his saddle . . .
The young fellow hoeing corn—the sleigh-driver guiding
his six horses through the crowd;
The wrestle of wrestlers, two apprentice boys, quite grown,
lusty, good natured, native-born, out on the vacant
lot at sundown, after work,
The coats and caps thrown down, the embrace of friend-
ship and resistance,
The upper-hold and the under-hold, the hair rumpled over
and blinding the eyes;
The march of firemen in their own costumes, the play of
masculine muscle through the clean-setting trousers
and waist straps . . .
Such like I love—I loosen myself, pass freely, am at the
mother's breast with the little child . . .
Swim with the swimmers, wrestle with the wrestlers,
march in line with the firemen, and pause, listen
and count.

Photography . . . Bob del Monteque . . . Detroit, Michigan

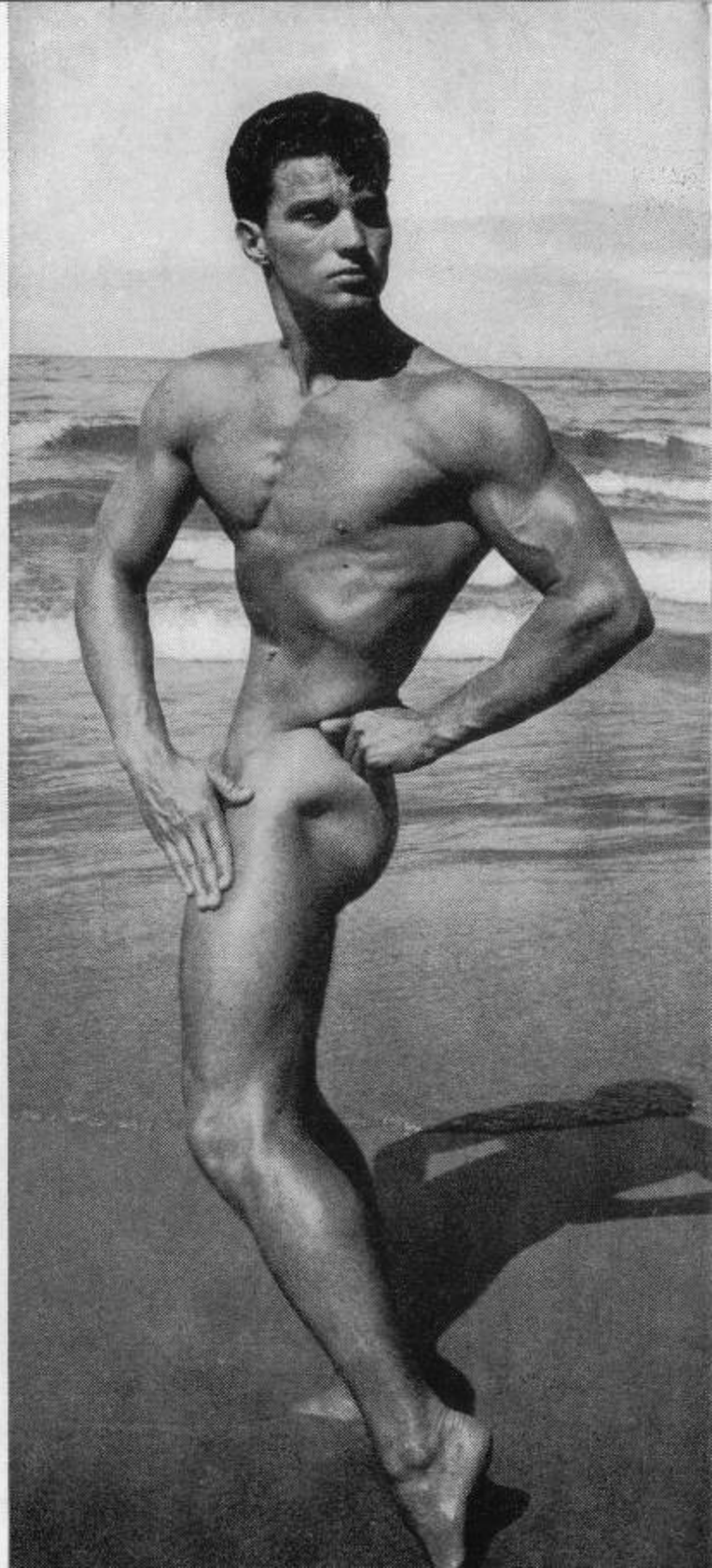


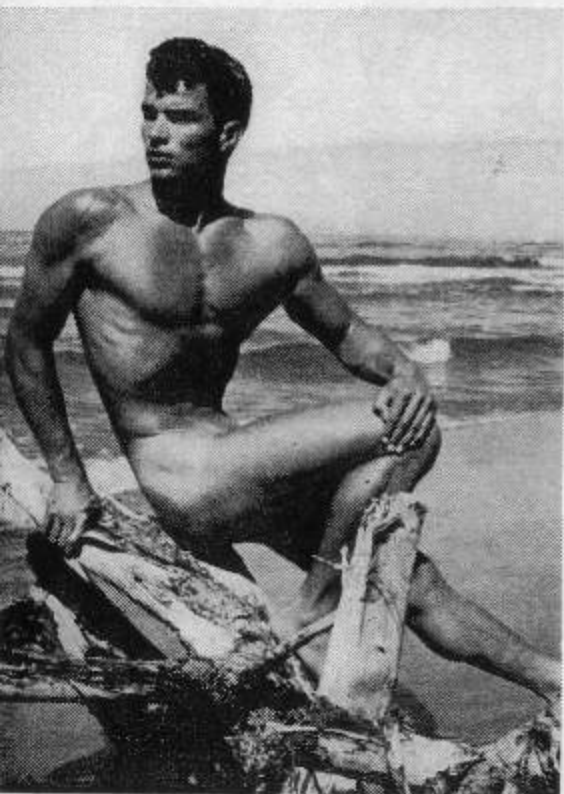
"I Sing The Body Electric"



"The expression of a well made man appears not only in his face"

*"it is curiously
in the joints
of his hips
and wrists"*

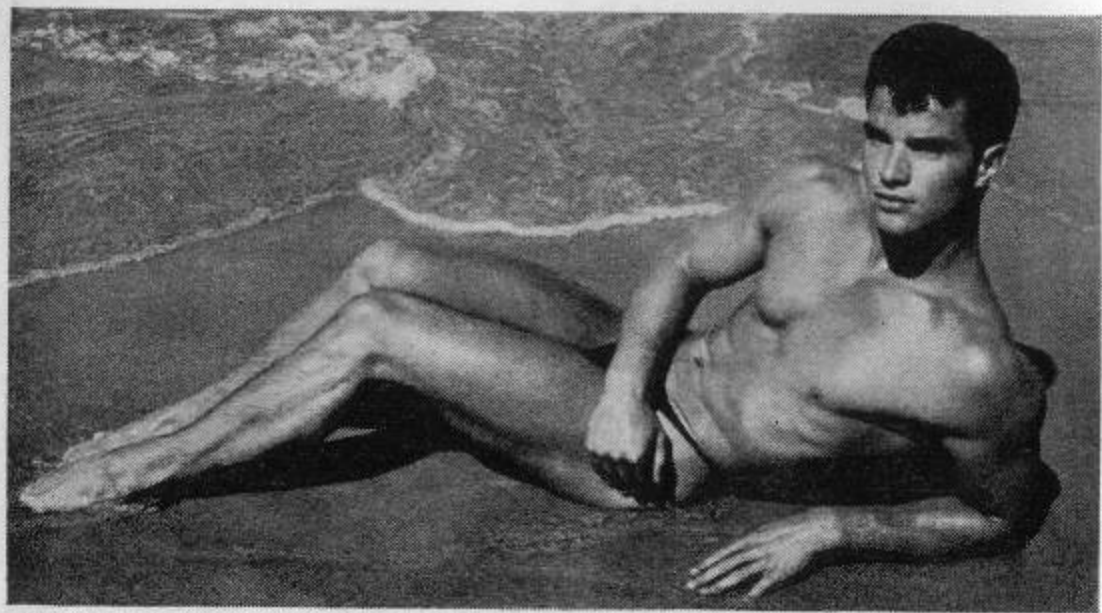




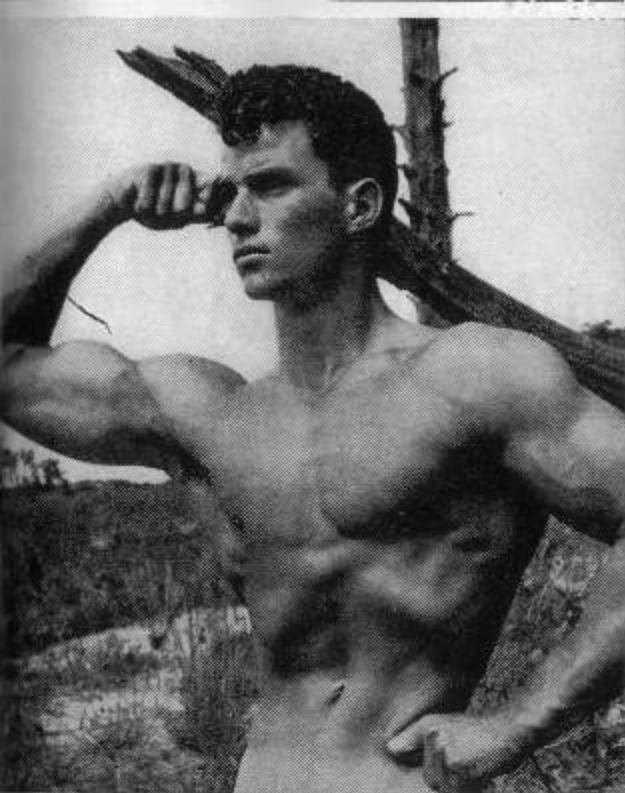
"that of the male is perfect"



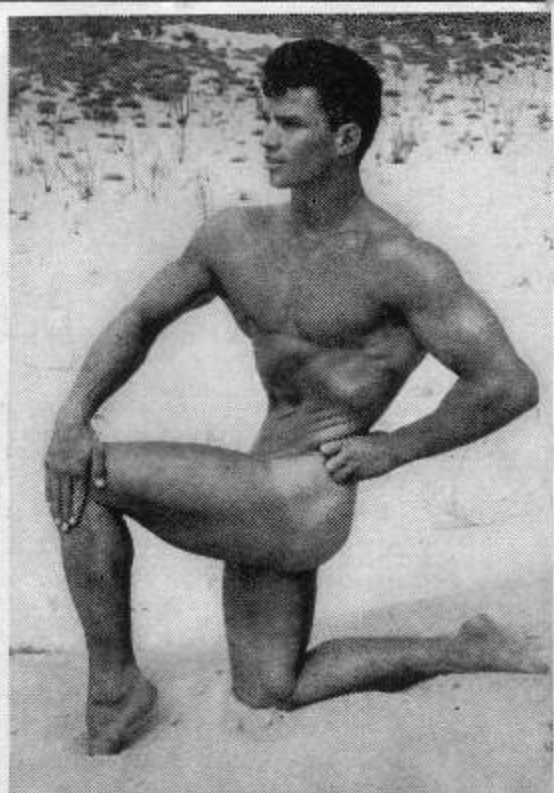
"conveys as much as the best poem . . . perhaps more"



"or lies with his face up and rolls to and fro"



*"the body of man
balks account"*



*"the flex of his waist
and knees"*

*"you linger to see his back, and the back of his neck and
shoulder-side"*



"The Body Beautiful of Today"

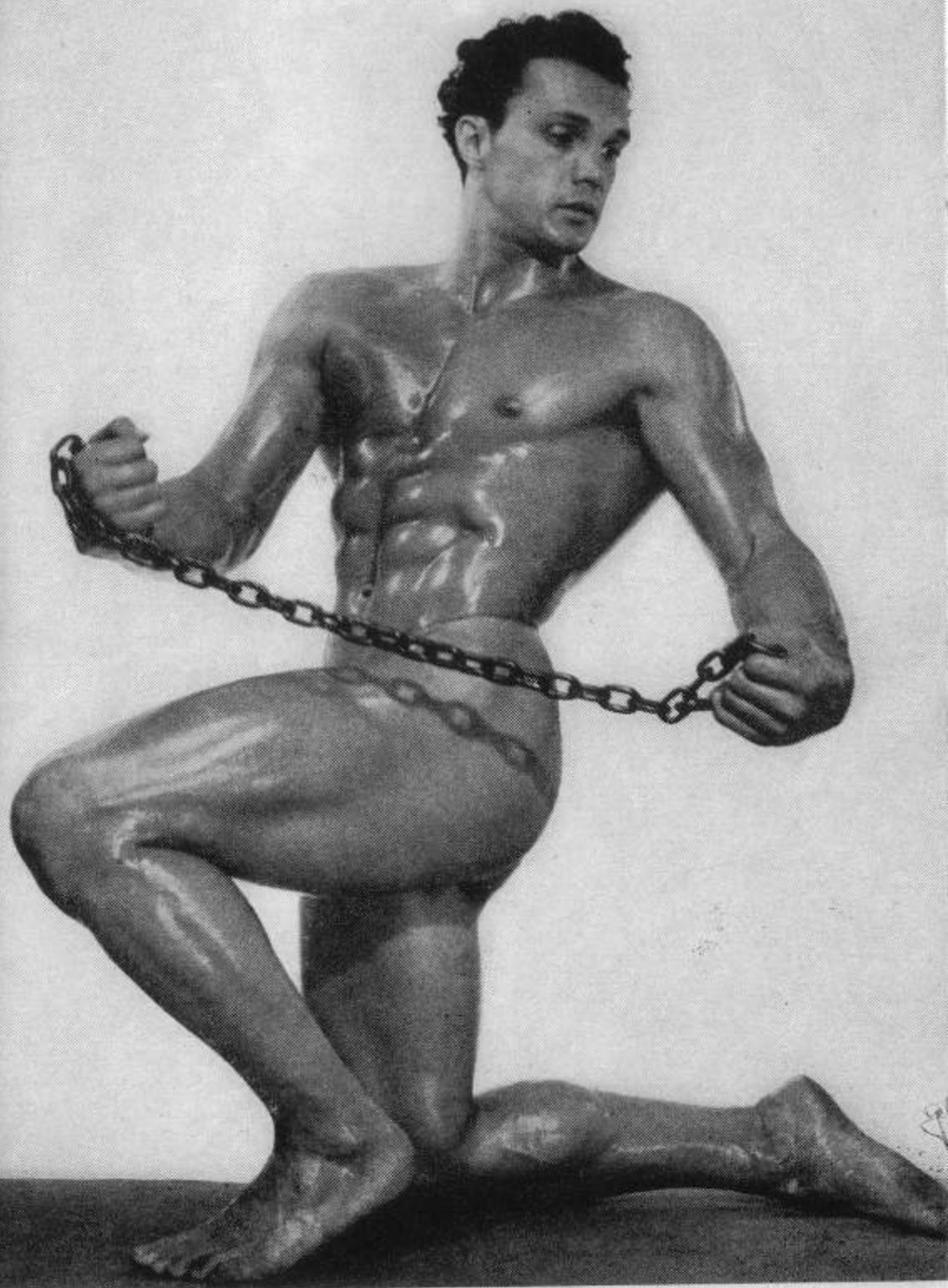
The Grecian ideal of the body beautiful is nowhere more happily realized than in the American bodybuilder of today. While this is not meant as a criticism of the efforts of physical culturists of other countries, it is propounded as a frank statement of the realities of the situation.

It will be our pleasant privilege to present each month in this department, photographs of outstanding models both familiar and unknown to the ranks of posing. The five models represented here run the gamut of physical development from the inspirational fire of youth to its ultimate translation into the sculptured muscularity of the mature male.

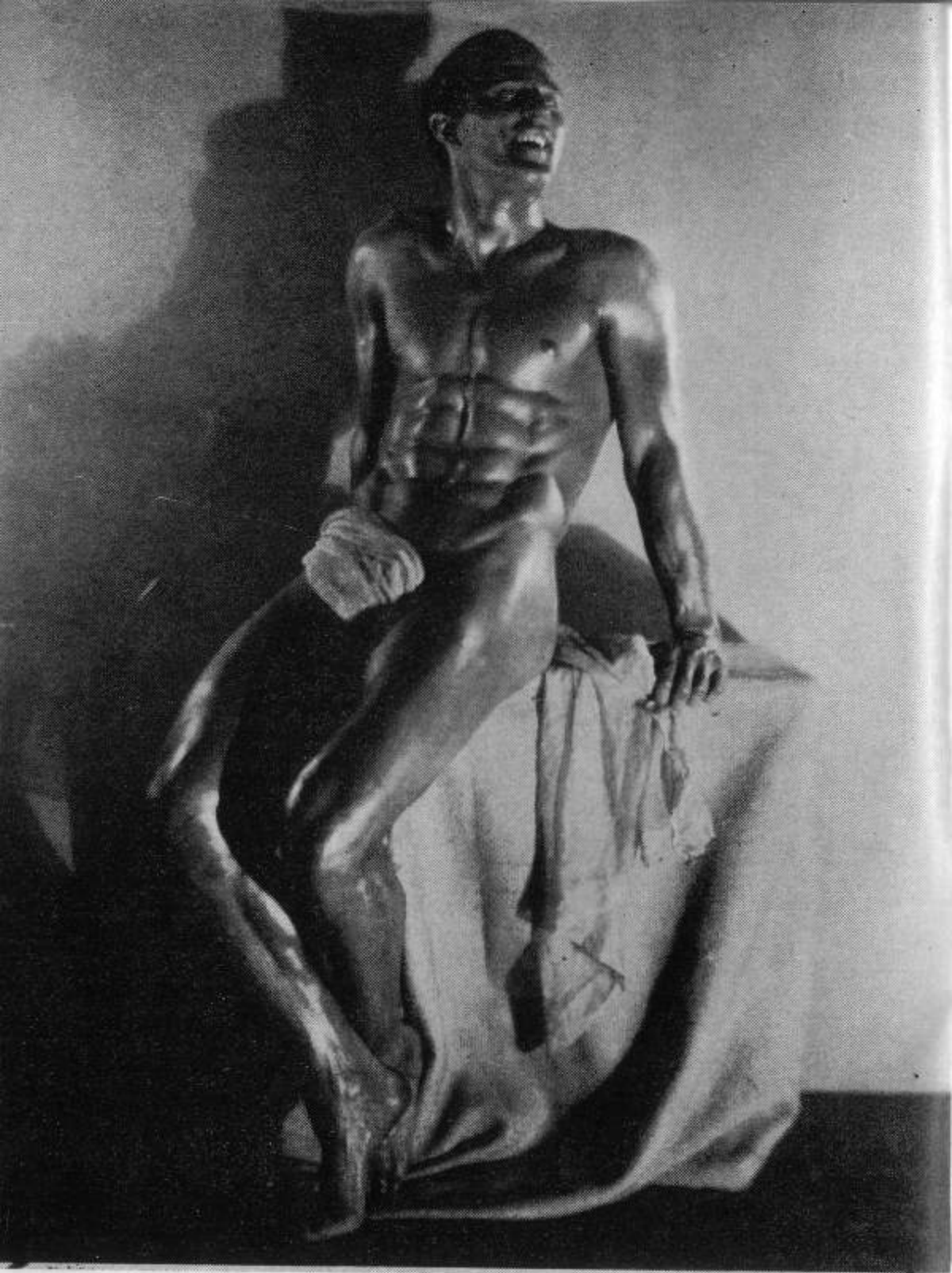
In the photographs of Victor Nicoletti and Tony Sansone, we are at once made aware of the muscular fullness, the rich classical moulding of the body, and the finality of permanent bone growth which is symbolized in the mature bodybuilder.

The photograph of Bill Cerdas represents a period of transition between the extreme youth of Frank Vasquez and Henry Galiano, and the maturity of Nicoletti and Sansone. In this interesting study it is easy to see the progressive transformation of his body from the extreme definition of post-adolescence into the early classicism of approaching maturity.

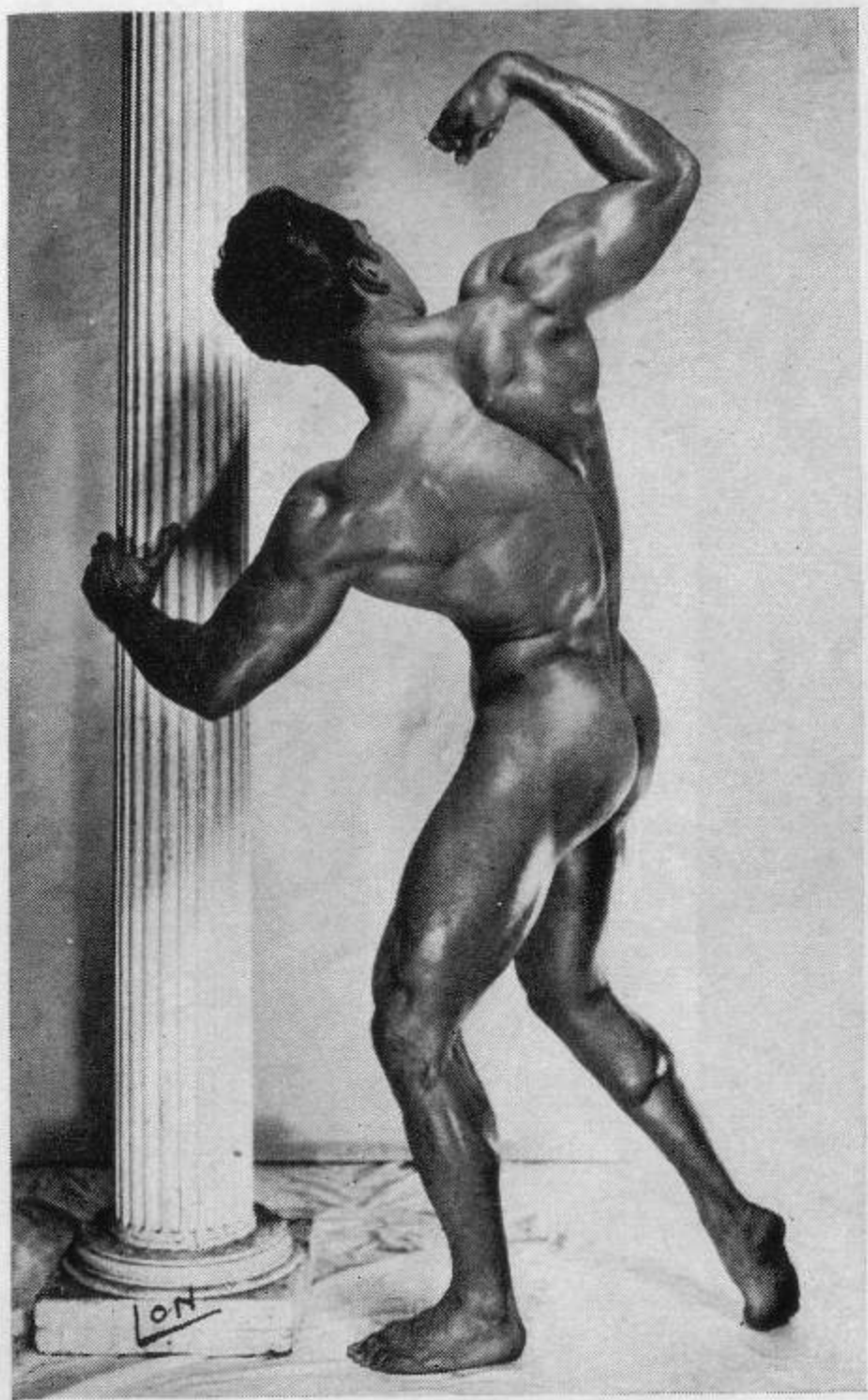
As to the young bodybuilders, Vasquez and Galiano, what is there to say but to compliment them on their spectacular start into the physical culture world, to praise them for their already magnificent achievements, and to wish for them the outstanding success for which they already seem destined.



VICTOR NICOLETTI by **Gebbe**
A study in quiescent strength



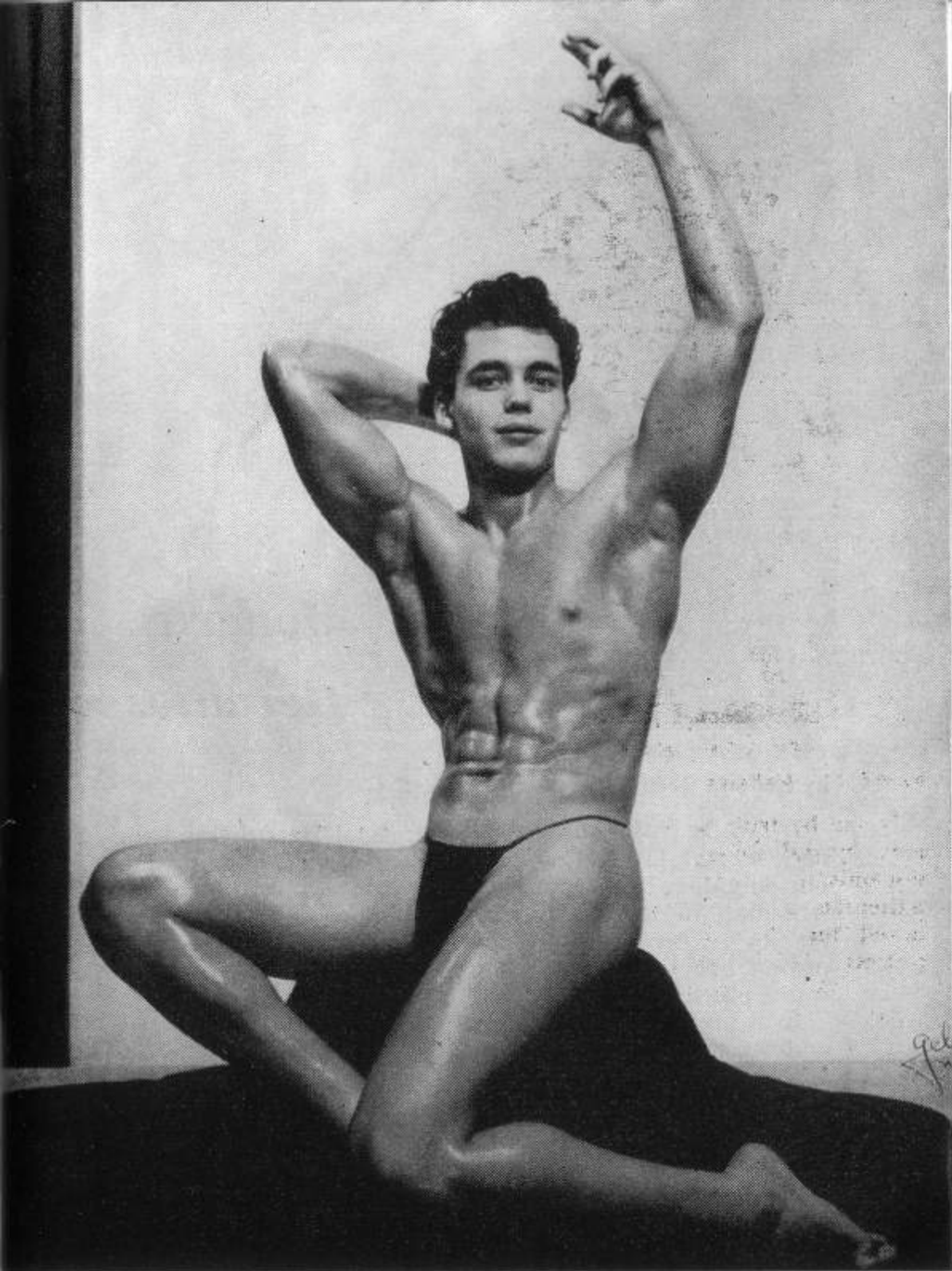
TONY SANSONE by **Townsend**
Apollo in a jovial mood



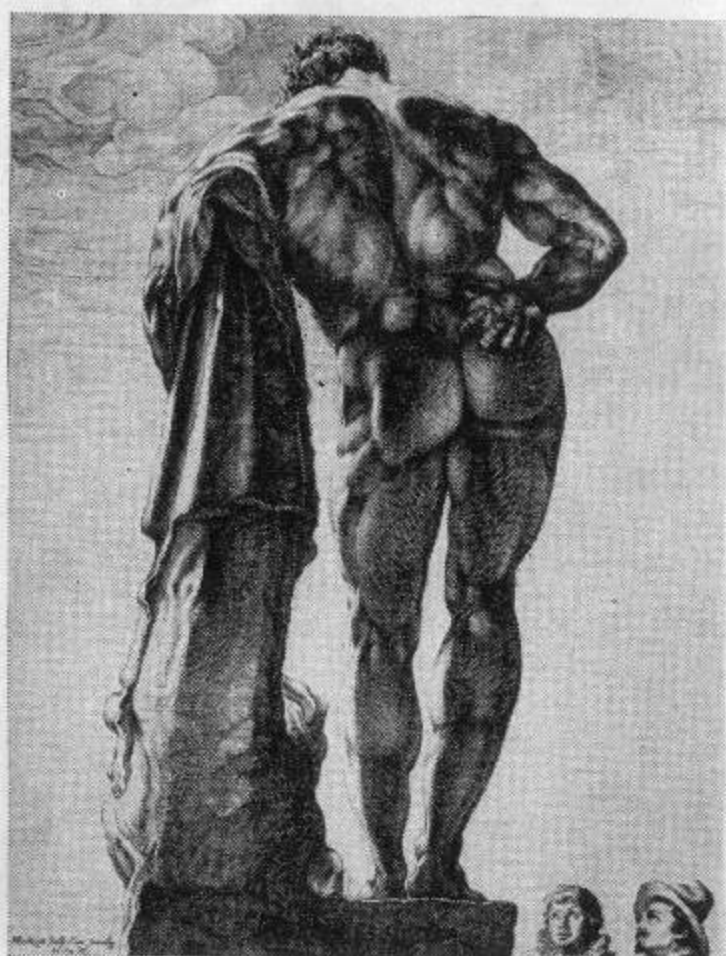
BILL CERDAS by **Lon**
Fluid grace in partnership with tensile strength



HENRY GALIANO by **Gebbe**
A modern Galahad glories in his youth



FRANK VASQUEZ by Gebbe
The body beautiful of the Marine Corps



A *Modern* *Hercules*

THE FARNESE HERCULES

by Hendrik Goltzius

It can be truly said that the immortal Hercules and the very mortal Leroy Colbert have much in common. For not only does Leroy equal and perhaps surpass the ancient Athenian in matters physical, but just as Hercules was noted for his ingenuity and ready wit, so does Leroy possess one of the most happy-go-lucky dispositions you could possibly imagine.

In studying Colbert, one is first impressed by his hearty and irrepressible laughter, and by his comradely good-fellowship. It is my opinion that this excelling trait has been the governing factor in obtaining for him his phenomenal physique, for the person who is happy is the person without complexes, and to achieve the ultimate in physical perfection requires a minimum of complexes.

To be continually at odds with one's self during training periods is to strow stumbling blocks in the path of

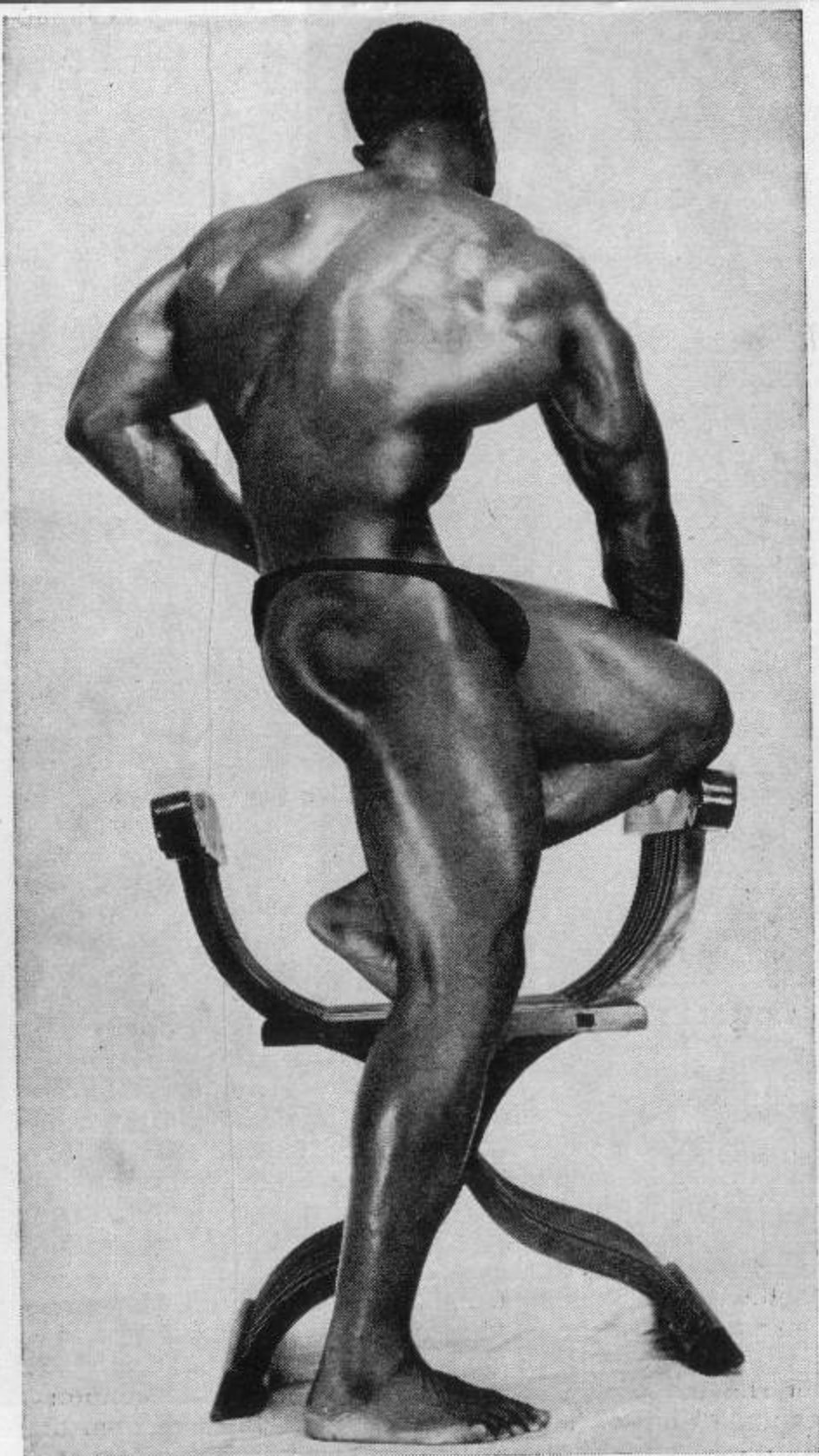
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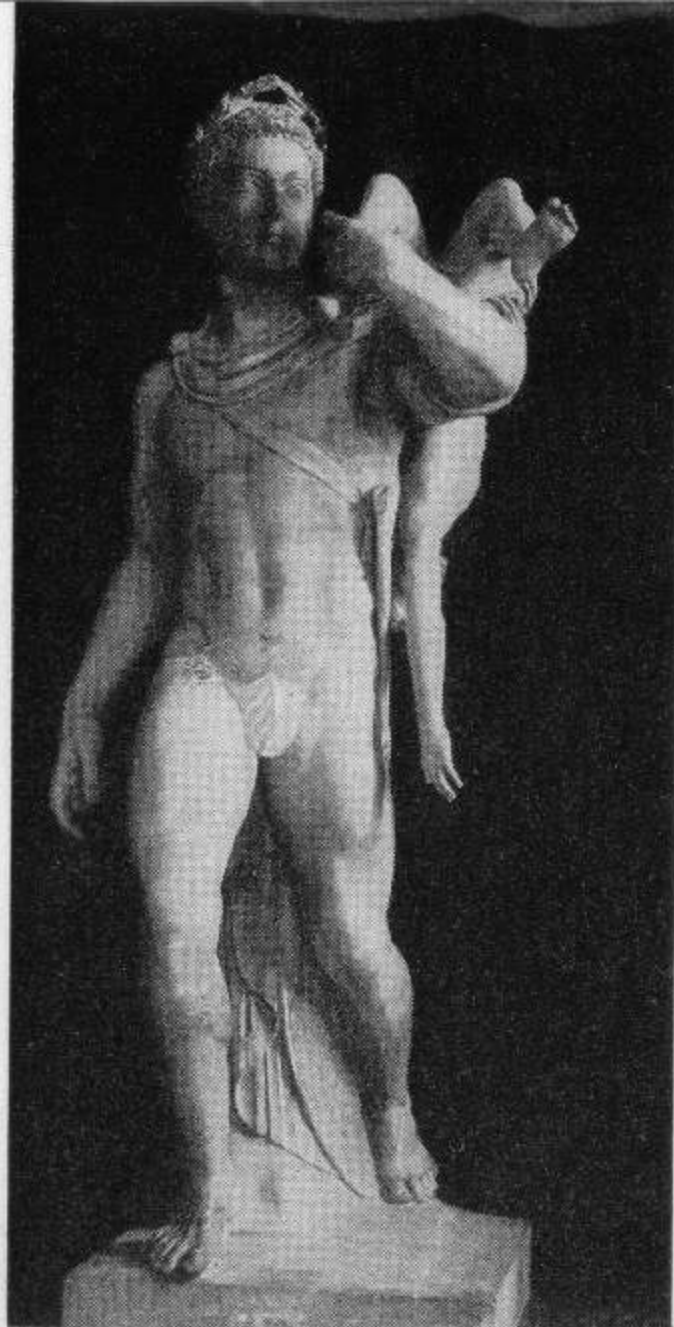
and yet **LEROI COLBERT—A SMILING YOUNG TITAN** by Lon



MASSIVE POWER IN CONTROLLED REPOSE by Lon



"THE STRENGTH OF THE HILLS IS HIS ALSO" by Lon



ACHILLES AND TROILUS

Naples Museum

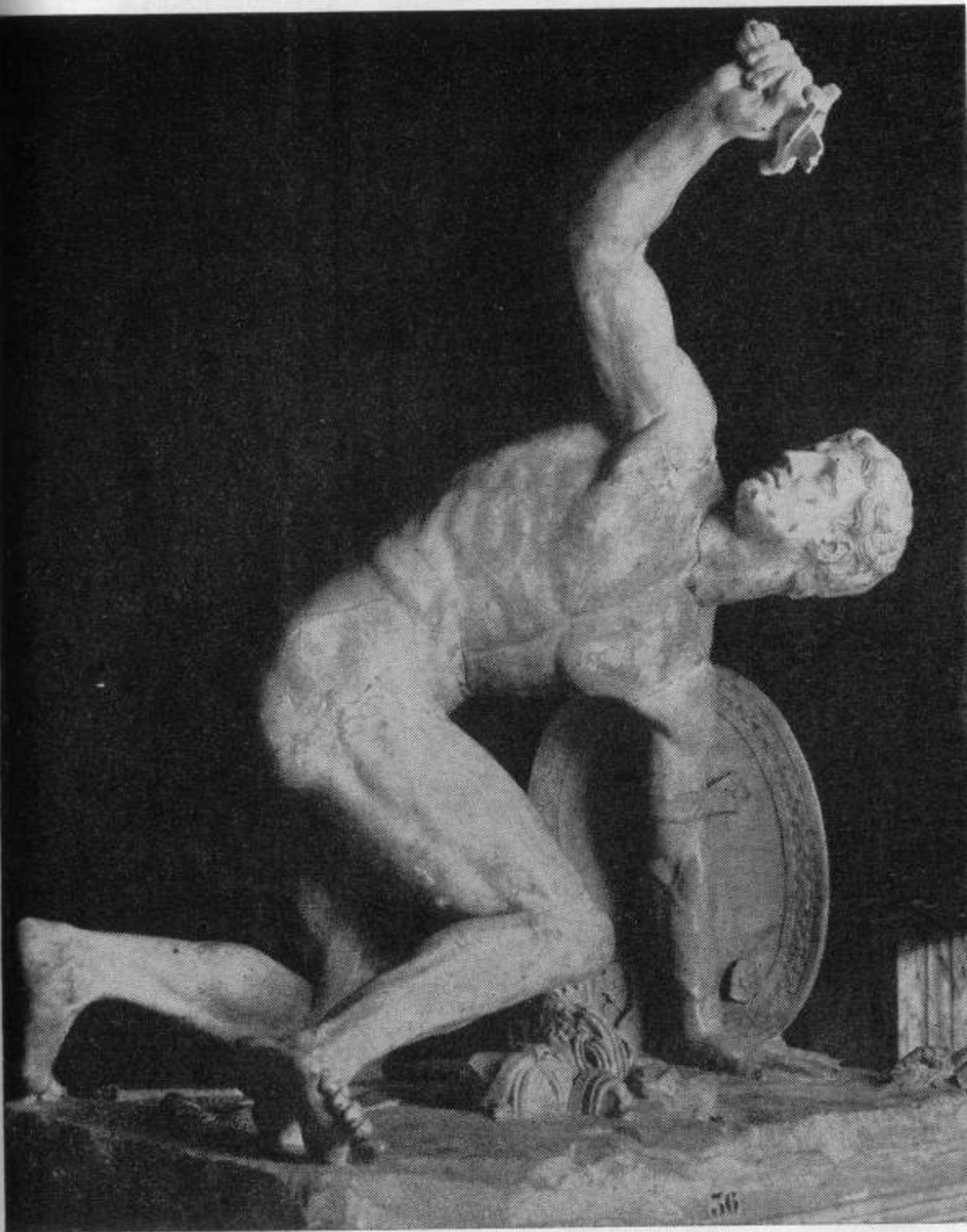
Gods in Legend and in Life

There is a strong personal bond between the legendary figures of ancient Greece and those of us who live in this, the twentieth century. A bond of writings, expressions, or catch-phrases . . . of works of deathless art . . . of oft-told legends and myths. A subtle and intangible bond, to be sure, but an effective one nevertheless.

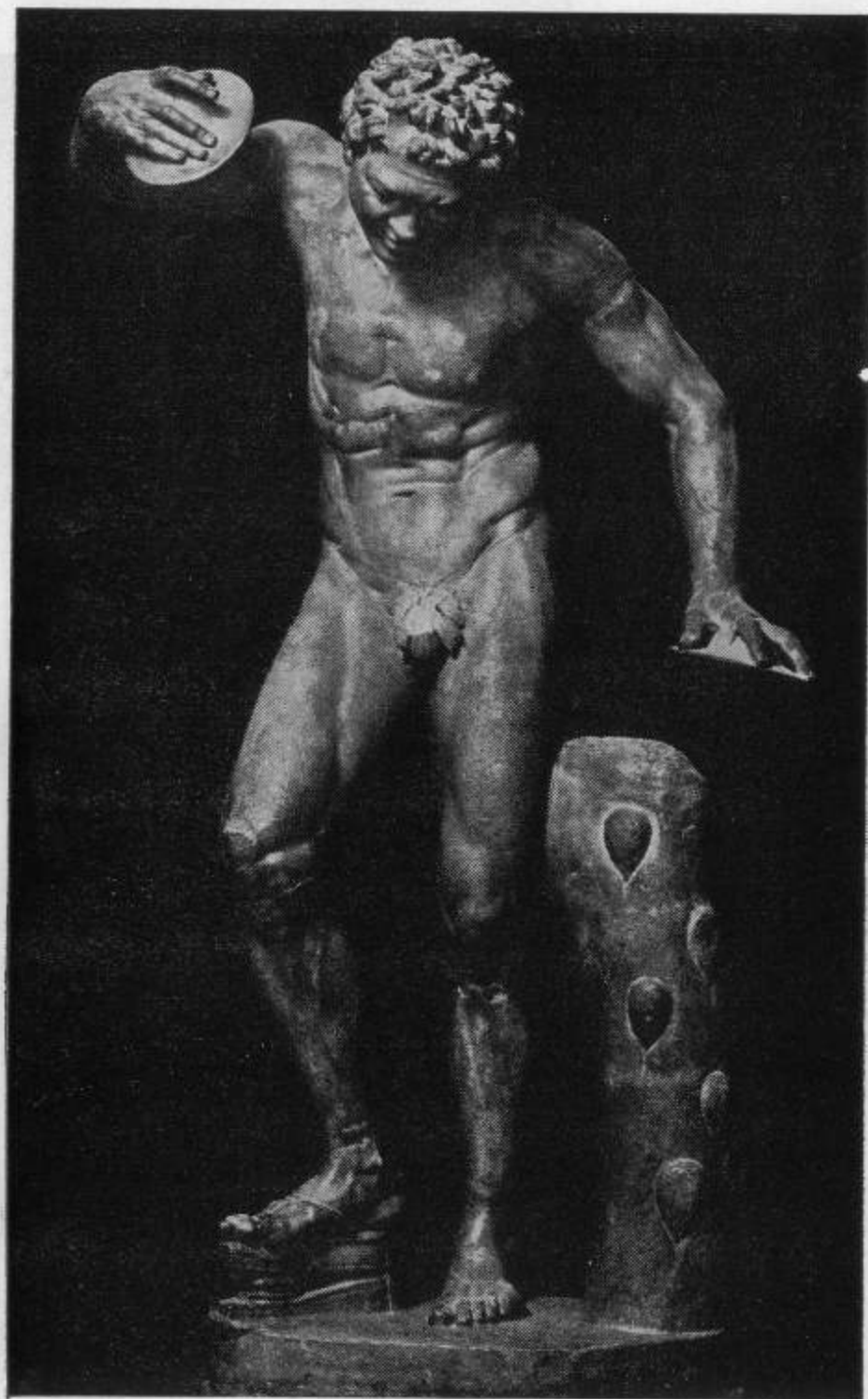
Very often in daily life we unconsciously invoke the spirits of those mythical gods by using such expressions as . . . "the winged feet of Mercury". . . "Mars, the bringer of war". . . "the fickle Aphrodite". . . or "the laughter of Jove". How often do you yourself use such expressions as "his Achilles heel". . . "beware the Greeks bearing gifts", et cetera.

How often, in comparing standards of beauty does one refer to Venus, the goddess of love? Certainly she had a fetching hold on the minds of sculptors and painters alike, for she has been immortalized by the Grecian sculptors, and paintings of her are to be found everywhere from the walls of Pompeii to the Metropolitan Museum of Art.

(Continued on Page 58)



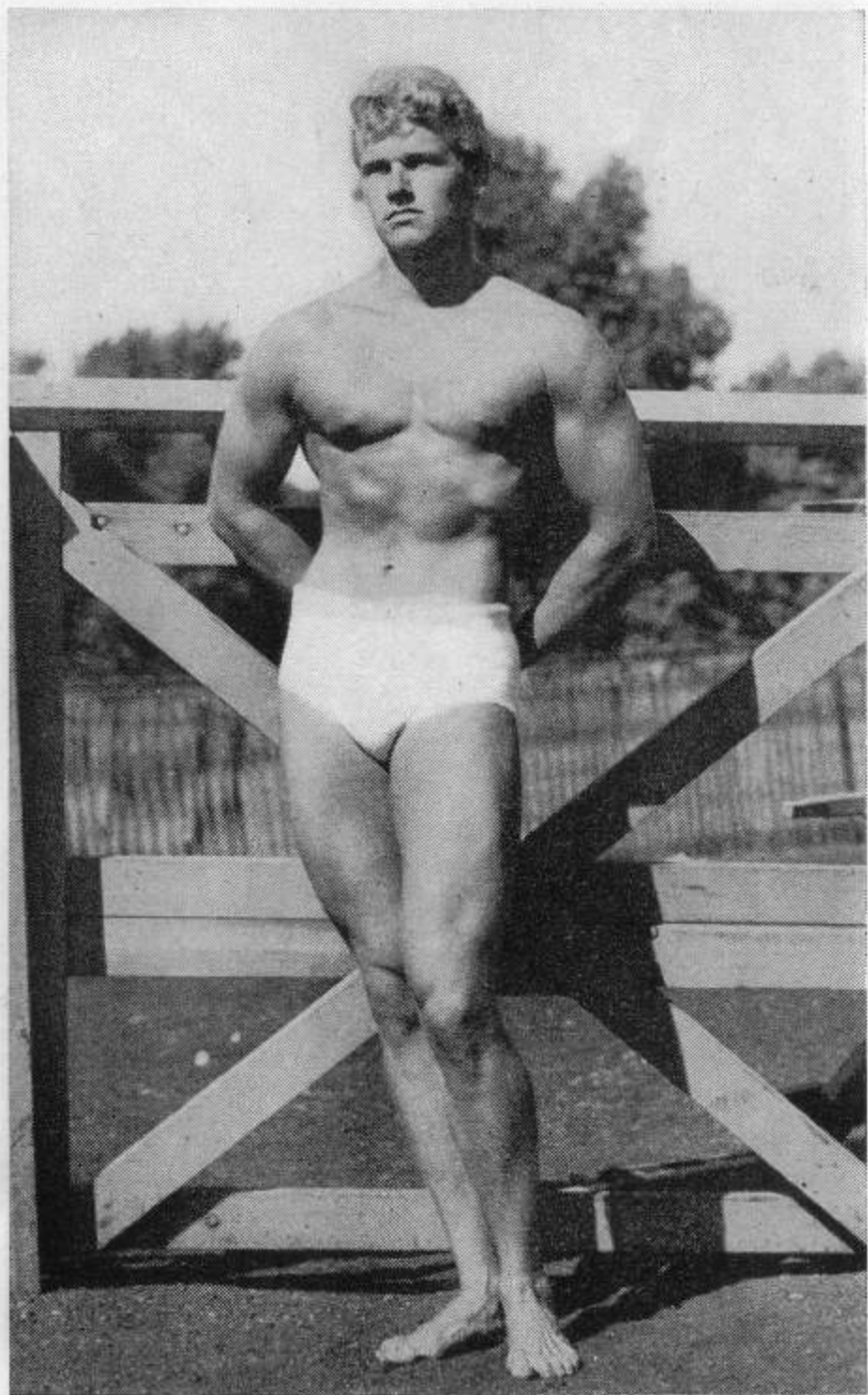
GLADIATOR—Rome, Capitoline Museum
"Only Be Thou Strong And Very Courageous"
OLD TESTAMENT



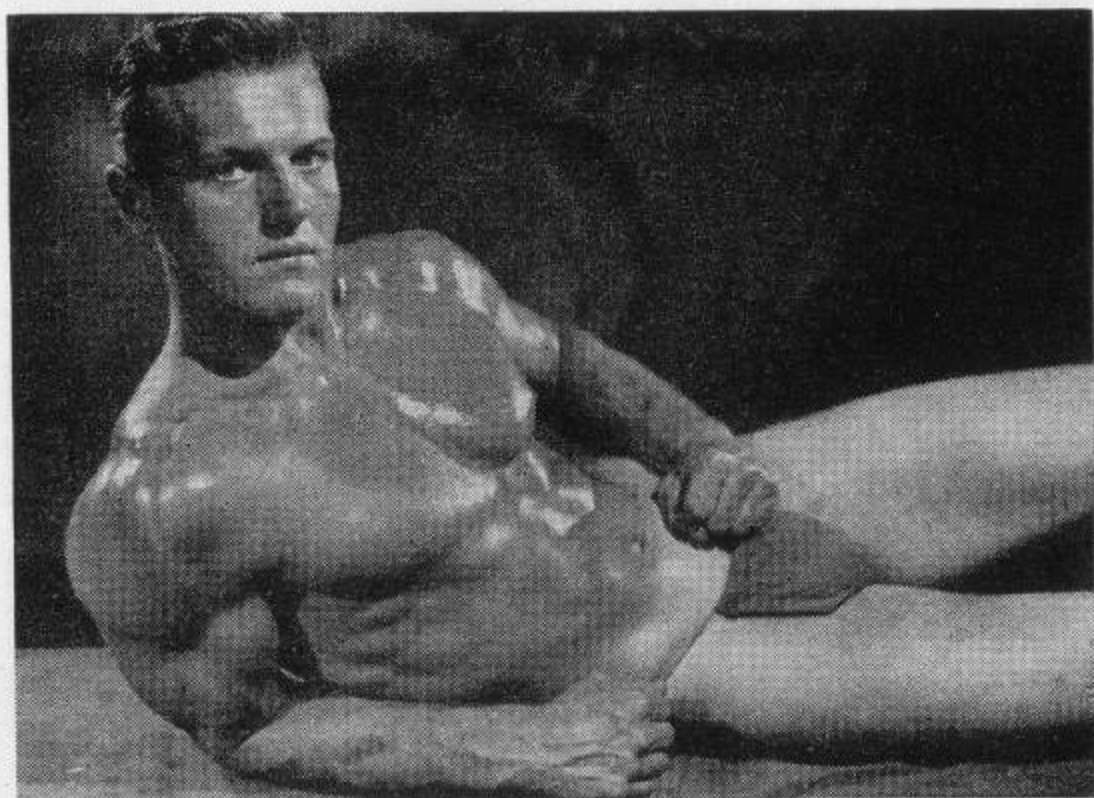
DANCING FAUN by Praxiteles
"Out Of The Strong Came Forth Sweetness"
THE HOLY BIBLE



MERCURY—Uffizi Gallery
"The Vanished Gods To Me Appear". . . . EMERSON



RICHARD ALAN by **Cliff Oettinger**
Blonde Adonis in a pensive mood



GARY BOHN by **Athletic Model Guild**
The power of purpose is in his face

“The Glory of Youth”

Here in these pages we have set aside a monthly gallery of photographs designed solely to display the best-built physiques of our youth of today.

From every section of this land, and from every walk of life the youthful body beautiful is represented by models of surpassing physical accomplishment.

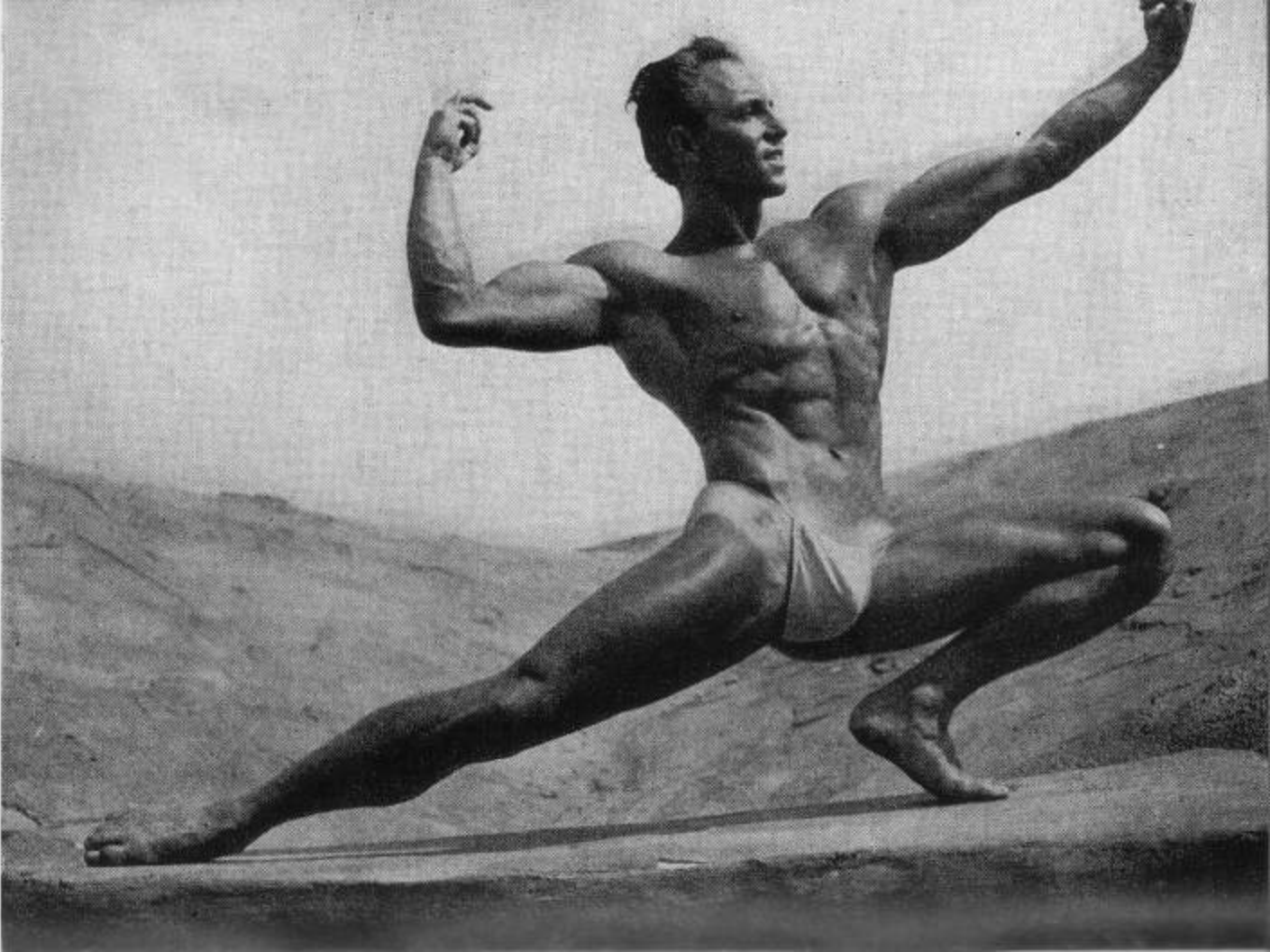
Leading off our parade of the “bodies beautiful” is Richard Alan, of Grand Haven, Michigan, in a wonderfully inventive camera shot by Oettinger.

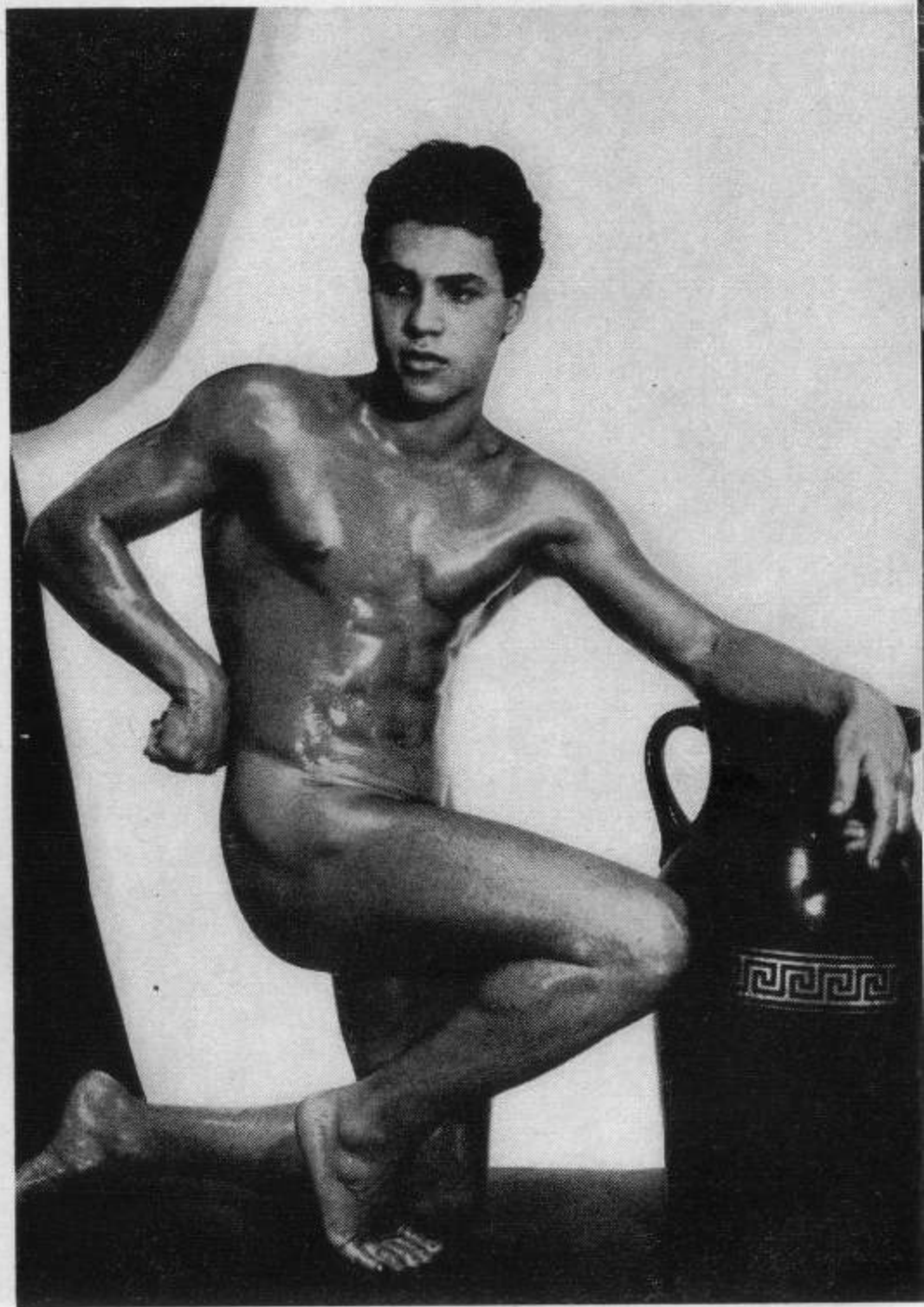
From Milwaukee hails Gary Bohn. AMG has sent us this portrait of a very serious young man who is well on his way to stardom.

AMG has further embellished our gallery this month with one of the most outstanding outdoor shots we have

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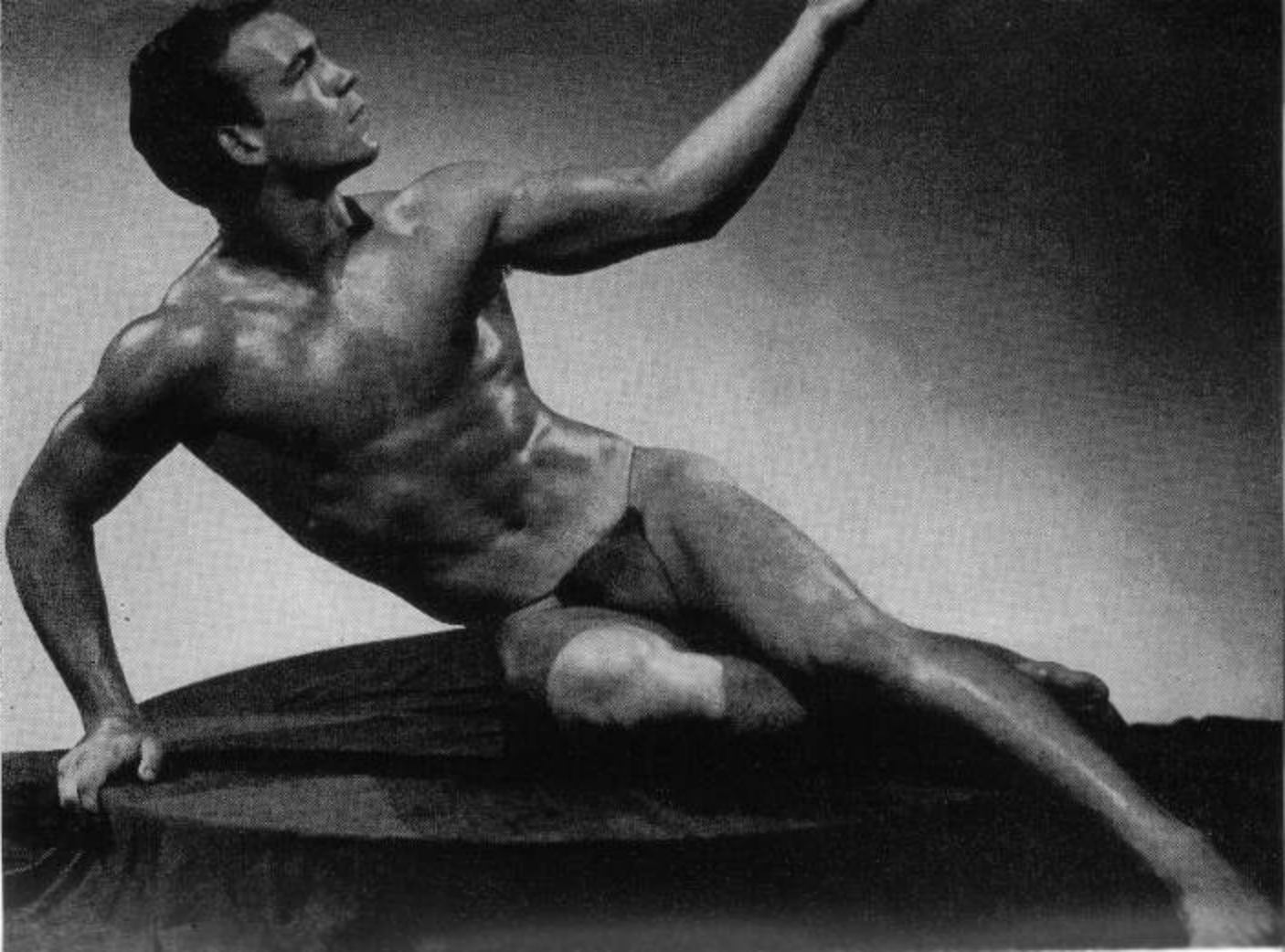
FRED KIMBALL by **Athletic Model Guild**
Suppleness is the word for Fred

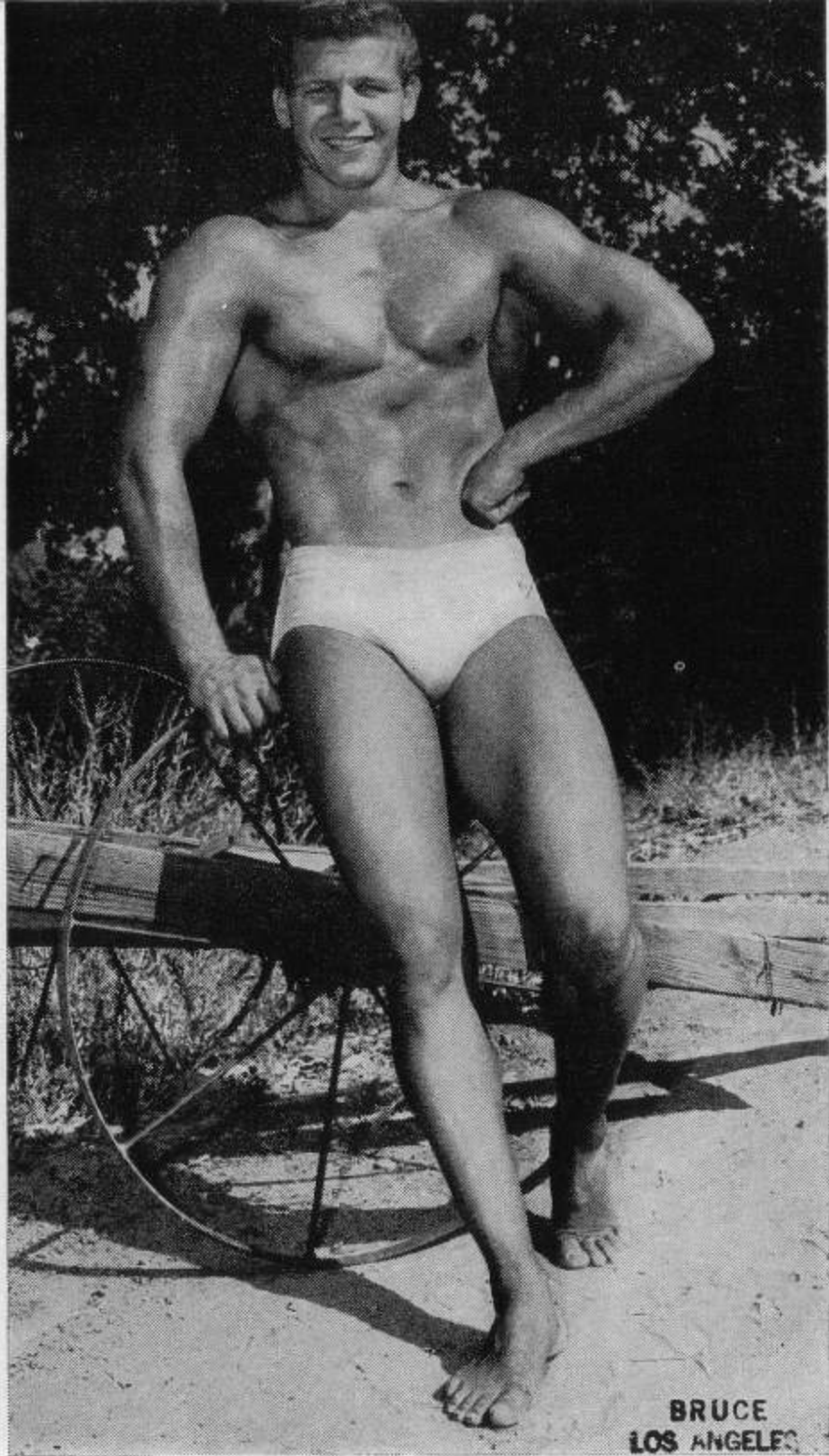




PHIL DEUTSCH by Gebbe
As Bacchus might have looked

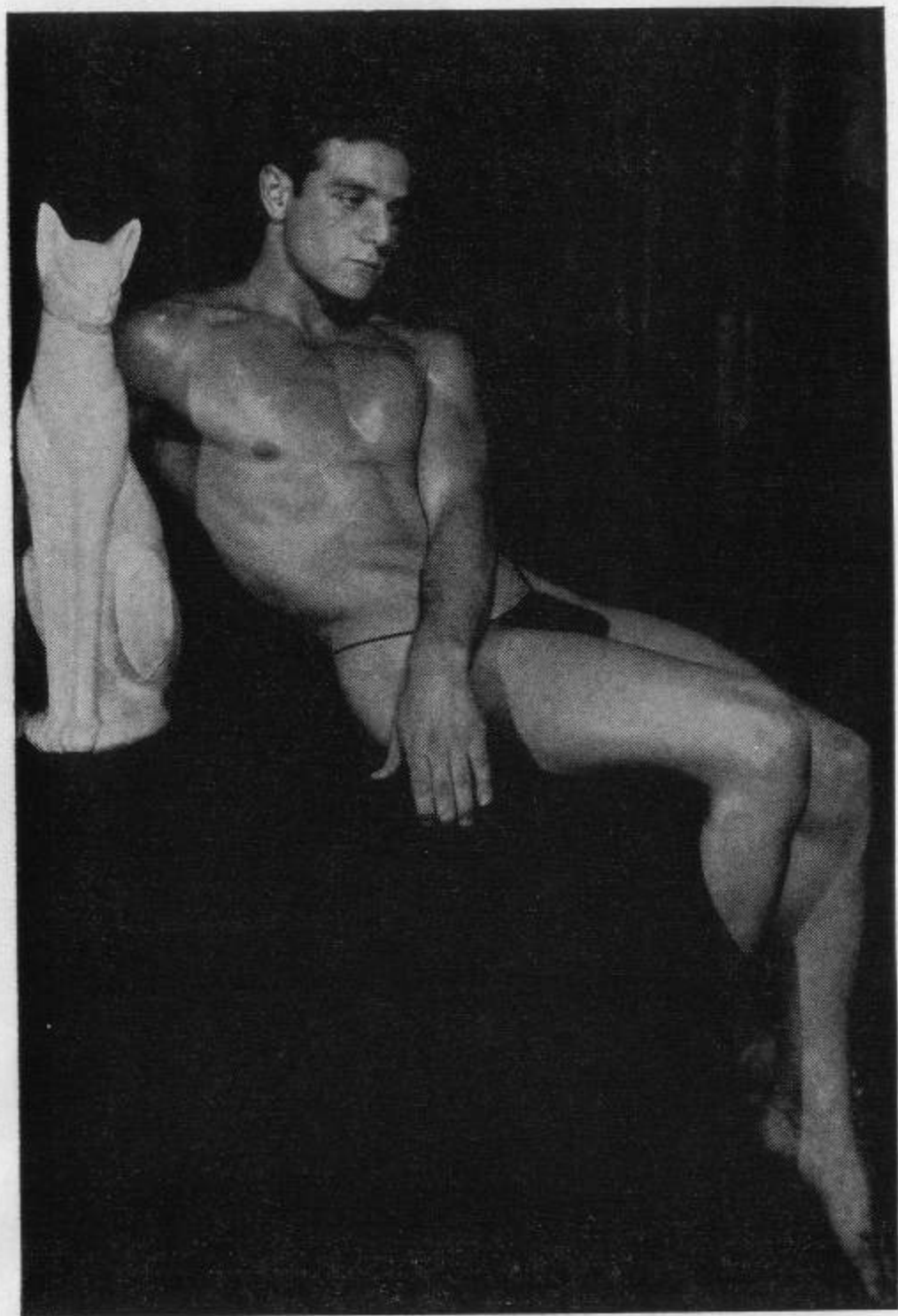
JIMMIE LEWIS by **Athletic Model Guild**
A 19 year old bodybuilder new to the ranks of posing



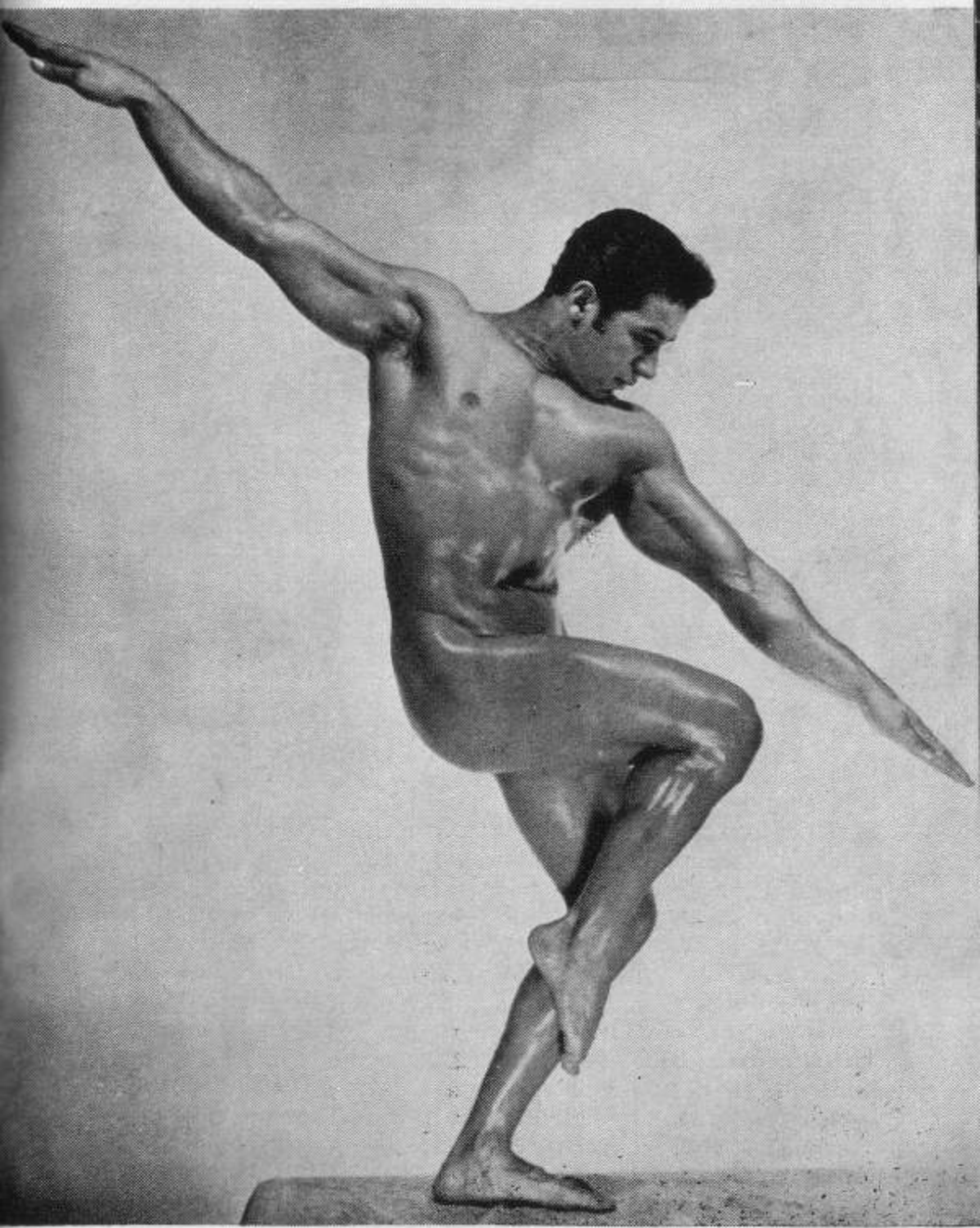


BRUCE
LOS ANGELES

SAM STALL by Bruce
Young Texas bodybuilder in a rural setting



ARTIE ROBINSON by Gebbe
Feline grace in statuary and in life



RAUL PACHECO by **Lon**
A new and original pose by Lon's protégé



"Hector"

The Firebrand of Revolutionary French Art

The four paintings which adorn this article are more than just four great works of art. Through a far better medium than words they tell the story of a trend in painting born of the violence of the French Revolution, and followed, even today, by artists who owe allegiance to its innovator, one of the most controversial figures in the world of art.

Jacques-Louis David was born in Paris in 1748 and died in exile, in Brussels, in 1825. Yet between the alpha and omega of these dates lies a story of a man of surpassing genius, his struggle for political power, his influence on the art world for centuries to follow, and his final degradation and exile.

(Continued on Page 48)

"The Battle Between the Romans and the Sabines"

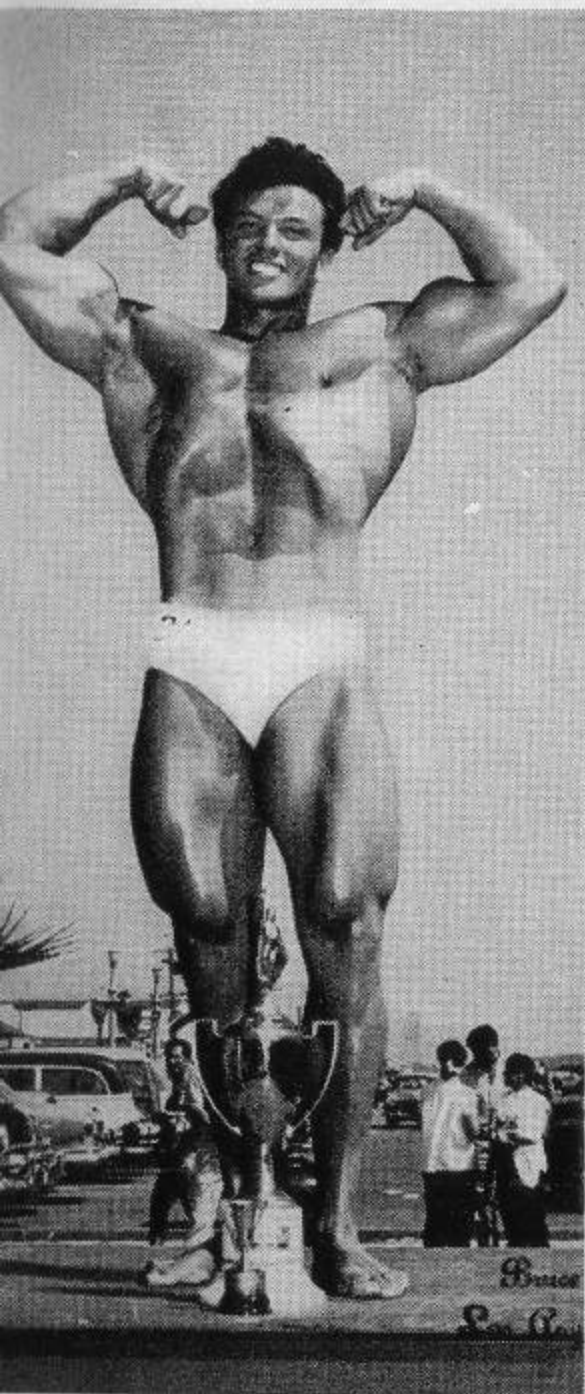




"Andromacha Weeps Over the Body of Hector"

"Leonidas Among the Thermopolites"





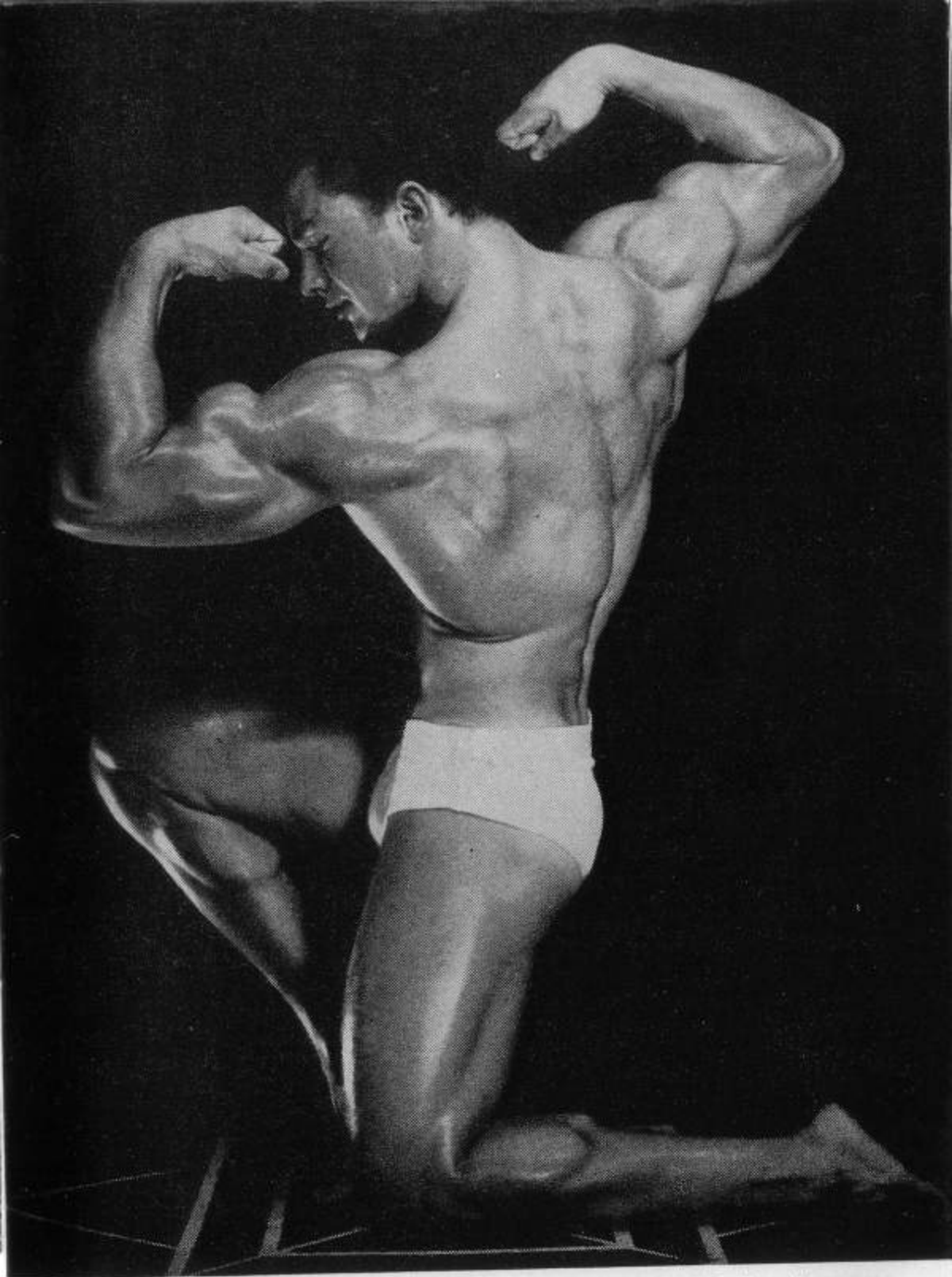
**LOU DEGNI by Bruce
"WINNERTAKE ALL"**

Louis Degni . . . is he another Reeves?

Some time ago when the idea for this article came about I had been examining some recent photographs of Louis Degni, the 21 year old Apollo. As I was admiring the unusual quality of the posing I kept saying to myself . . . "Why his face is the living image of the film star, Louis Jourdan." Upon further reflection it occurred to me that he also facially resembled Steve Reeves, and his physique was in many ways comparable to the 1947 Mr. America.

Having concluded my examination, an opinion which I had been conjuring for a long time suddenly became crystallized in my mind. And that is this . . . we do a great injustice to a ranking bodybuilder when we continually try to compare him with some favorite of ours . . . when we try to cast him in the same mold as our hero.

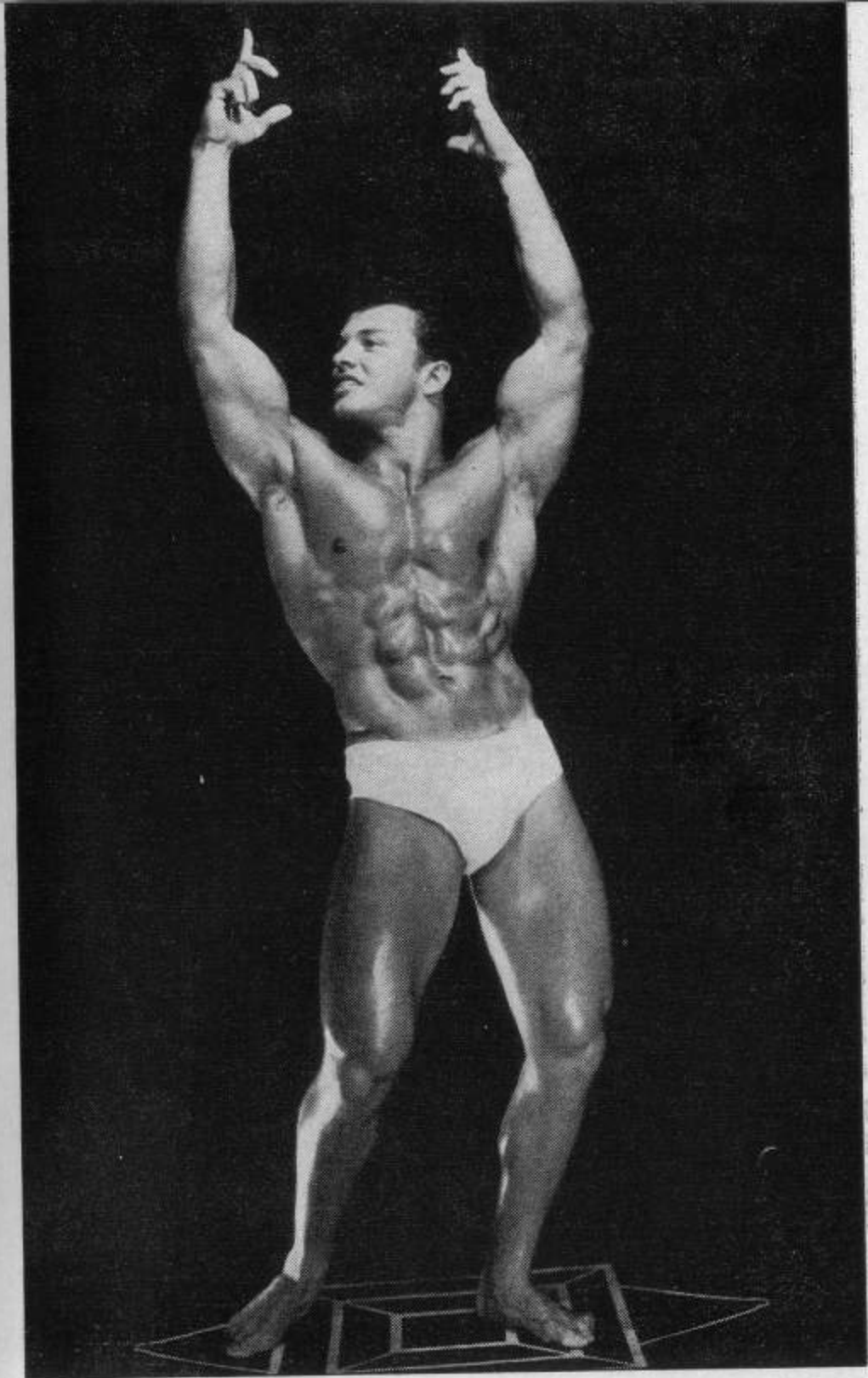
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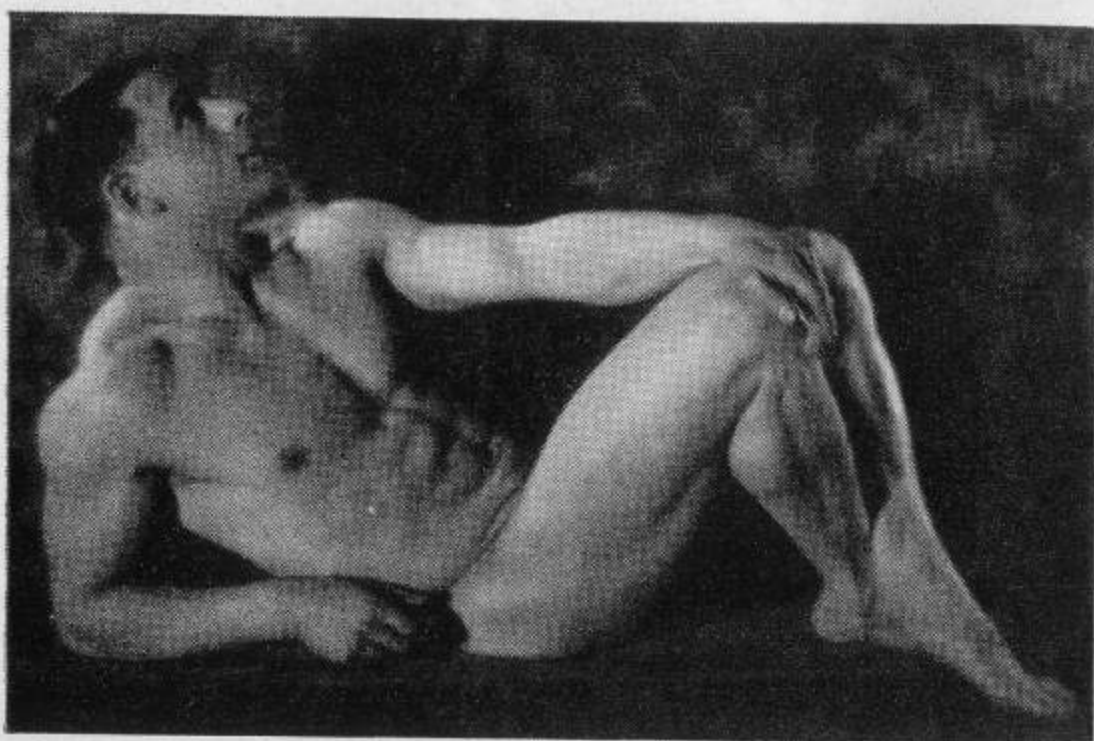
SYMMETRY AND MAJESTIC MUSCULATURE by Lon



SURELY THE GODS MUST HAVE SMILED ON HIM by *Lon*



THE FACE OF ADONIS—THE BODY OF HERCULES by Lon



"NOR TIME NOR AGE HIS CONTRIBUTIONS CAN ERASE" Pope

SIEGMUND KLEIN

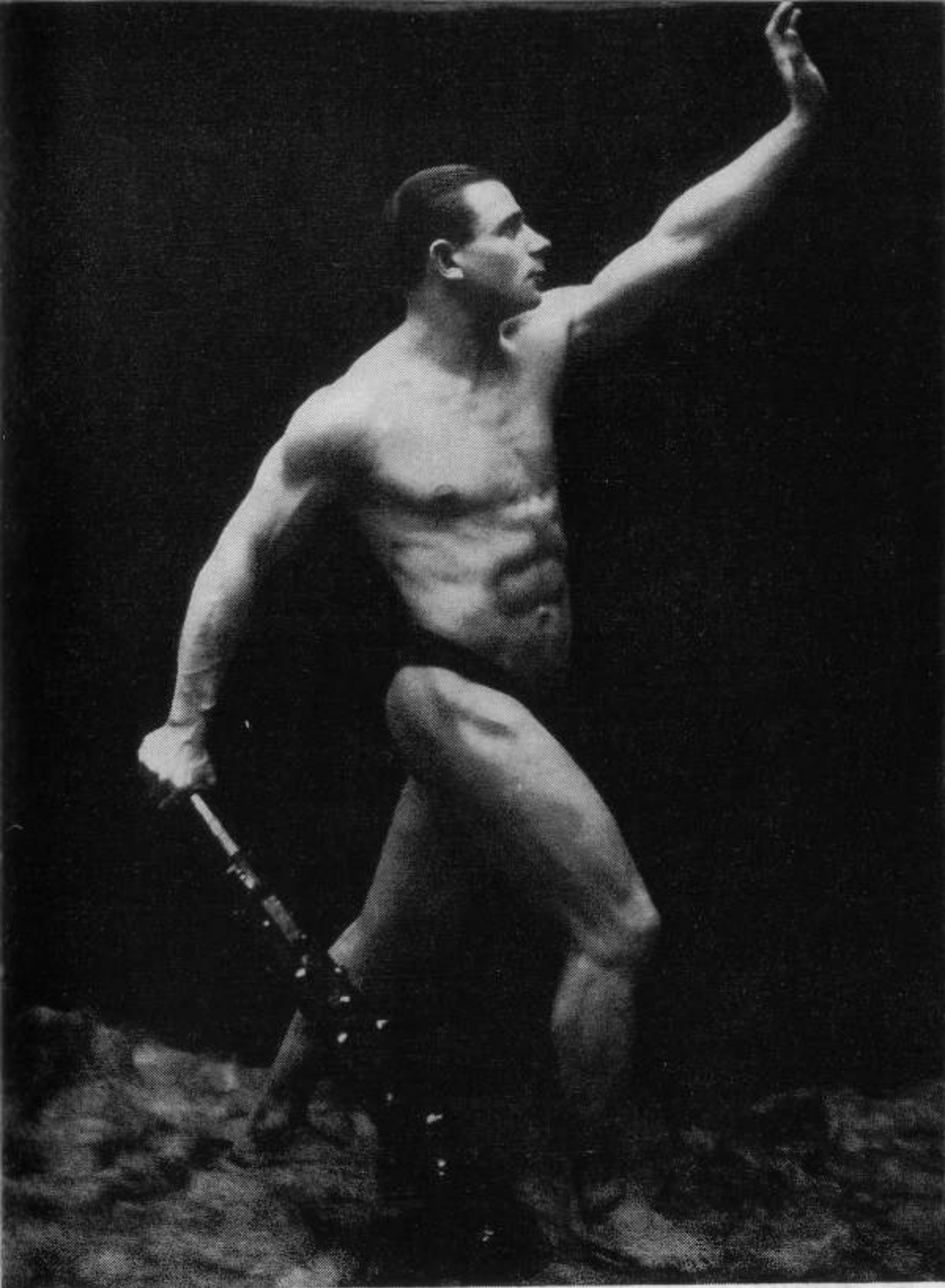
History's Link With the Future

The subject of this story is a man who enjoys a unique distinction in the world of physical culture, for he is the only man, to my knowledge, who has clasped hands in farewell with those great athletes of a bygone era, and yet who today extends the hand of greeting to those who will be the stars of tomorrow.

Sig Klein came to New York from Cleveland, Ohio, and was already a famous name when he arrived. In a very short time he met Alan Calvert and Mark Berry who were the keepers of the bodybuilding flame in those days. They introduced him to others who were the greats in the physique world, and very soon he became as well-known in New York as he had been in Cleveland.

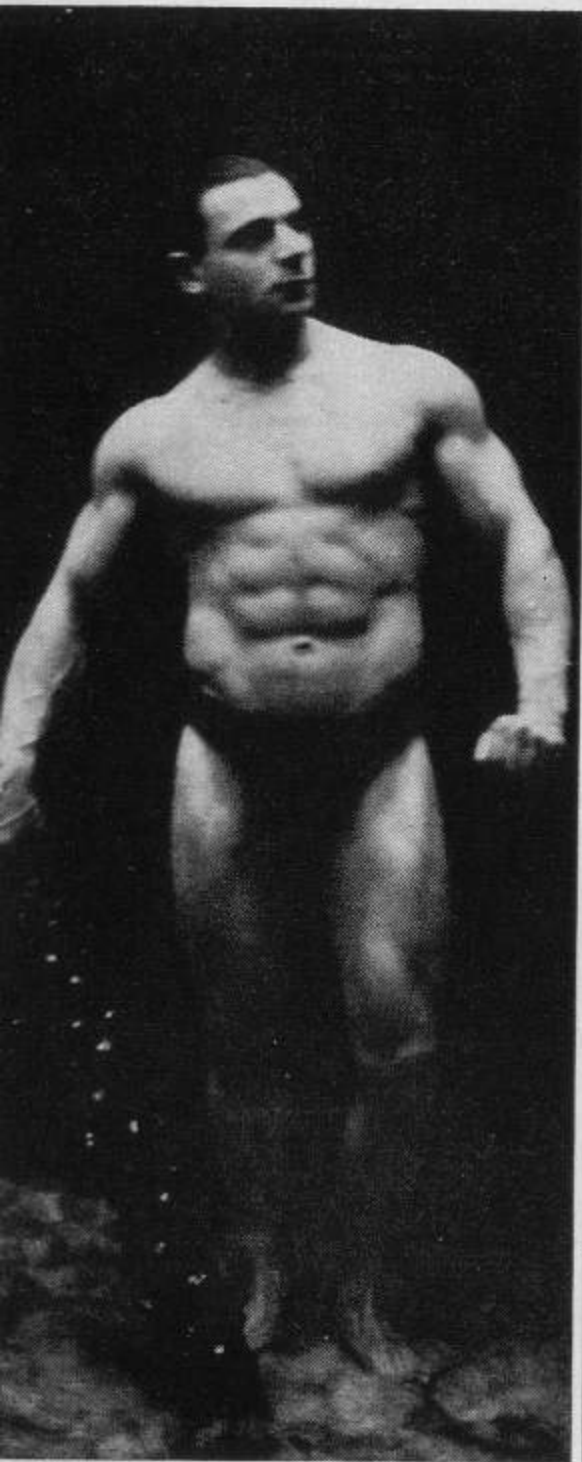
Klein had the further good fortune to fall in love with the daughter of Professor Attila who conducted the leading gymnasium in New York at that time. After their

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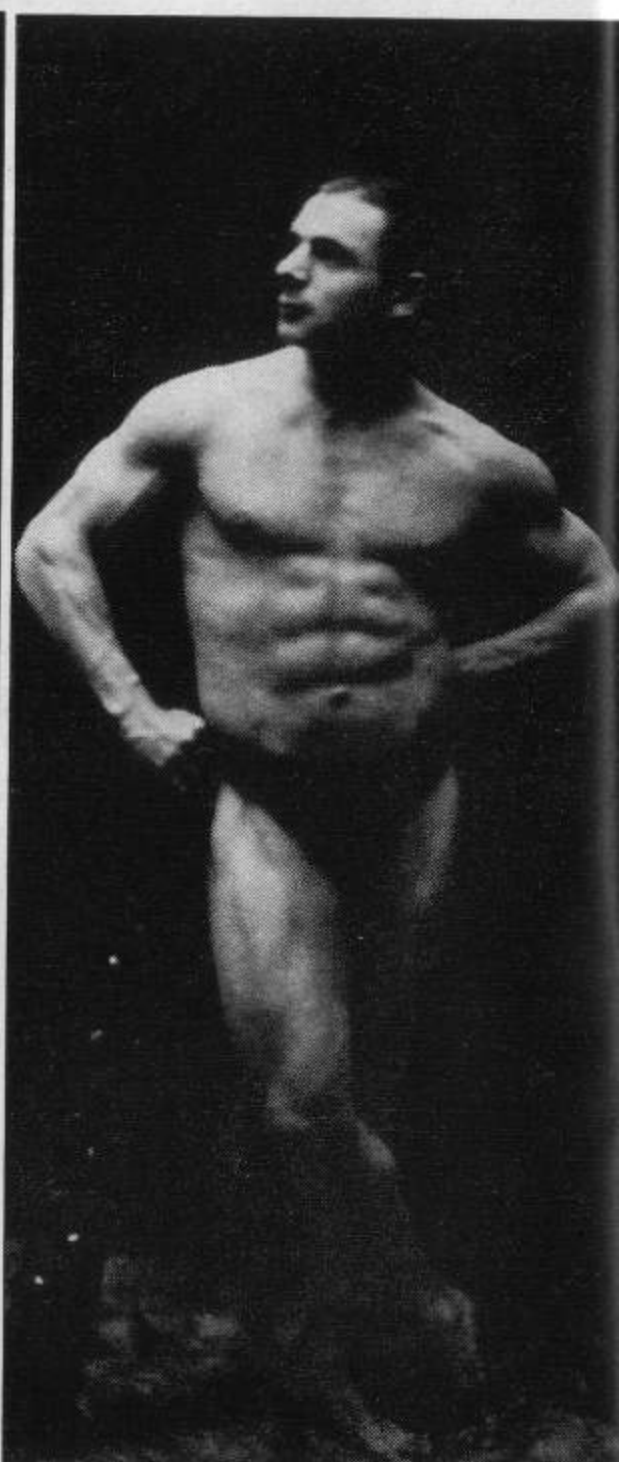


"As Theseus to battle might have gone". HOMER

SIEGMUND KLEIN



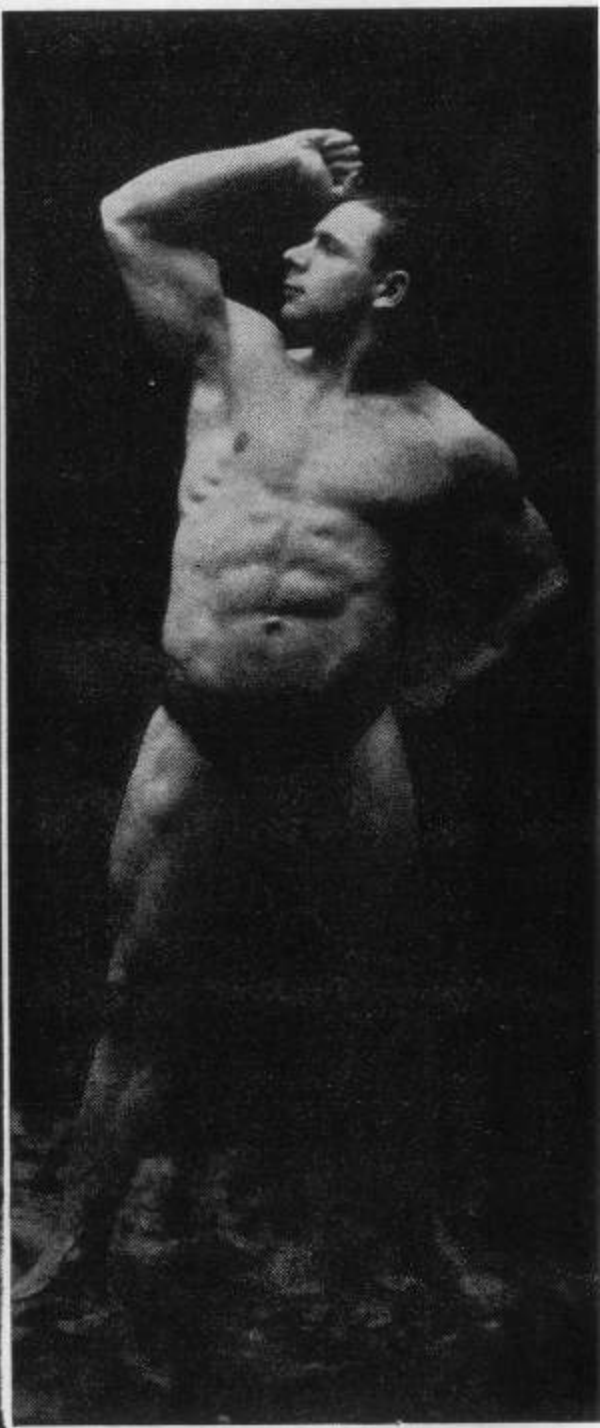
*"From the hills whence cometh
my strength" . . . PSALM*



*"In youth my deeds—in
maturity my teaching" . . . POPE*

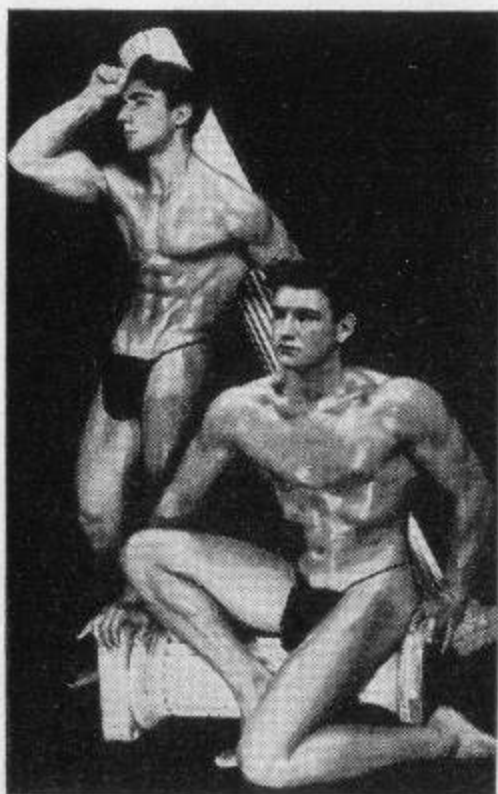


"My health is my wealth"
DRYER



"The strong always succeed"
PLATO

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Editorial

(Continued from Page 3)

publications, "MUSCLE POWER" and "MUSCLE BUILDER."

There is, however, an all-important third dimension to the art of bodybuilding. It is the catalyst which sets in motion both the "why" and the "how". . . it is the power of inspiration. It was to insure the awakening of this power that "THE BODY BEAUTIFUL" was brought into being.

Today there are many thousands of people who believe that the acquisition of a perfect physique is a fetish of the last two decades, and that it has no historical or traditional roots in any past period of civilization. It is for the enlightenment of those people, as well as for the further inspiration of those who know the truth, that the editors of "THE BODY BEAUTIFUL" have directed their efforts.

Here you will find depicted in its pages, reproductions of the finest physiques of every period of history, either captured in stone by the great Grecian sculptors, or on

S-T-R-E-T-C-H

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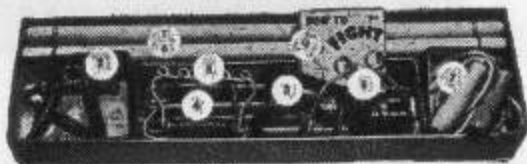
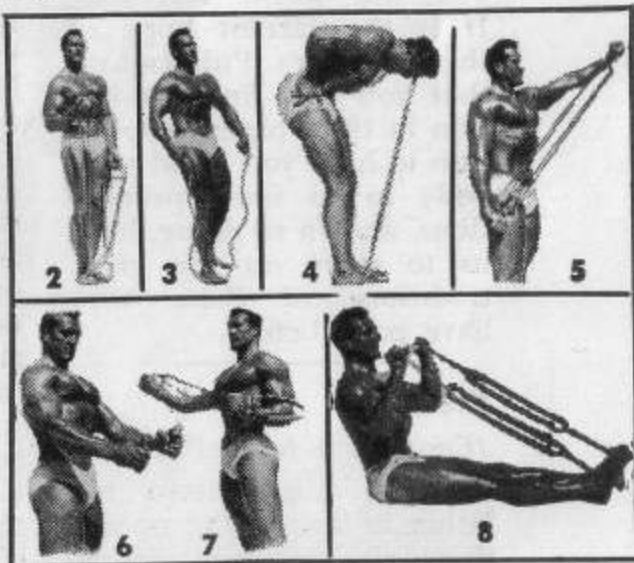
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canvas by master painters of succeeding centuries. Side by side with these masterpieces lie photographs of the world's best developed physiques of today.

Compare the two. You will discover that today's modern exercise equipment has aided the bodybuilder in obtaining a far more symmetrical physique than his counterpart of old. Yet old or new . . . ancient or modern, the prime factor in their successful achievements is this power of inspiration. Without inspiration there would be no progress, and without progress the world stagnates. It is the earnest hope of the Weider Publications that you will find inspiration in these pages. Inspiration to help you build your body to its finest proportions, and in so doing, help us to carry on the great traditions of those who have gone before.

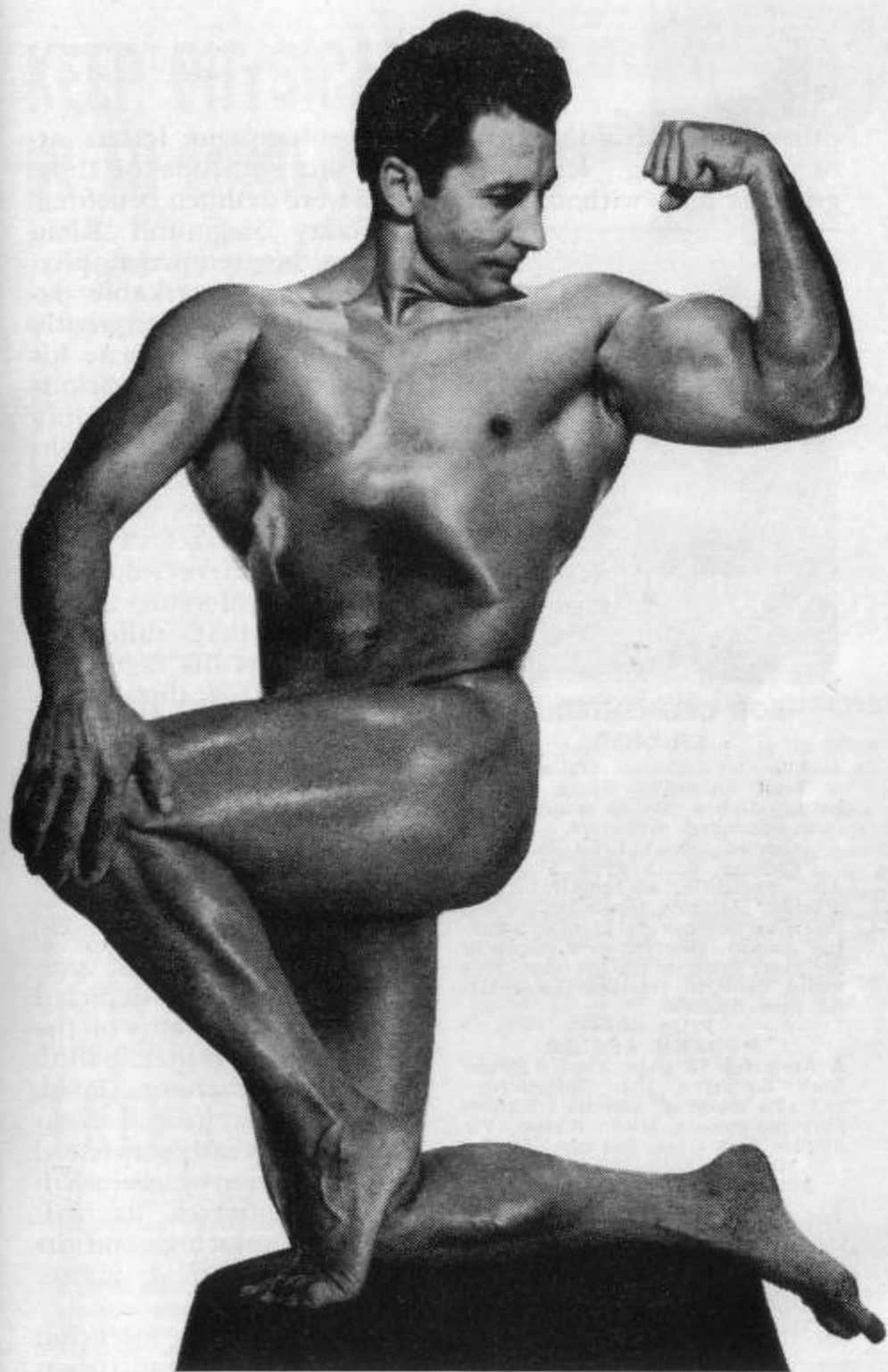
Klein

(Continued from Page 40)
marriage Sig assisted his father-in-law in the operation of the gymnasium, later taking it over upon the death of Professor Attila. Here in this famous

physical culture workshop have been trained such men as Frank Leight, Mr. America of 1942; Emile Bonnet, holder of the title "Le plus bel athlete du monde"; and countless others who owe much of their success to the advice and instruction of Siegmund Klein.

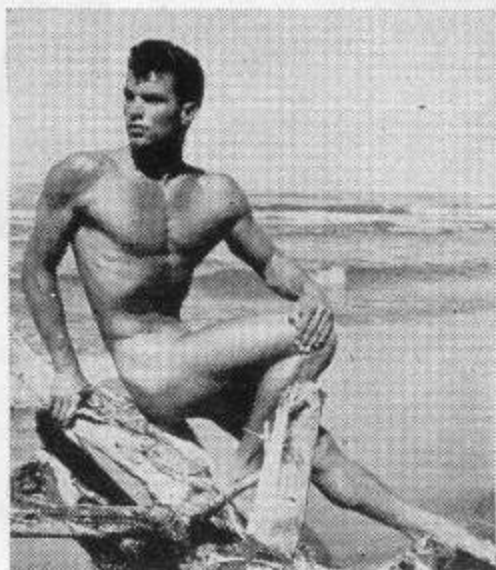
One would think that after so many years of being tied down to his gymnasium that he would have become bored and disenchanted with it all. Not so! Not only does Sig have a warm and personal interest in each of his pupils, but in addition he has that rare quality of finding hobbies and outside interests to add savor to his way of life. In Sig's case his alter ego finds outlet in the collection of antiques, Meissen china, beer steins which bear weightlifting symbols, and in a rather fabulous correspondence with practically everybody who is anybody in the bodybuilding world.

This latter diversion has been a rather costly one for Klein, particularly during the last war. Because of his prominence as an athlete, many European strength stars wrote him for food and clothing and



JUAN FERRERO by Lanza
French ideal of the Body Beautiful

other material aid. To all of these Sig lent his gracious help without stint,



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Dearborn, Mich.

and subsequent letters attest the gratitude of those who were so much benefited.

Today Siegmund Klein retains his renowned physique to a remarkable degree. He is frequently called upon to present his famous routine at various contests, and invariably agrees. The photographs shown here show him at a much earlier age, yet today if a duplicate set of poses were made there would be very little difference in the two, and that difference would be in his favor, for the passing of time is reflected only in a greater and richer muscularity which only maturity can achieve.

David

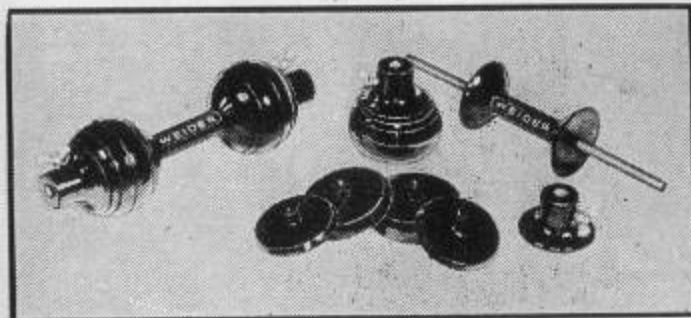
(Continued from Page 32)

French painting of pre-revolutionary times depicted the life and customs of the people in a rather pallid, sentimental manner. David, loathing this insipid technique, was greatly impressed by the Italian school with its bold canvases, its brilliance of coloring, and its portrayal of great masses of moving people.

It was David's intention to administer a transfusion of much-needed new blood

KEEP PHYSICALLY FIT IN 10 MINUTES A DAY

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If you've been too busy to take care of yourself and have lost your youthful physique, pep and vitality, then you're getting much less out of life than you think. How you look and feel makes a real difference in business and social success. No one admires a weak, sickly man or even wants to be his friend. Instead, he is ignored, left out of all the exciting times. So if you're not getting all the fun from life that you think you should, now is the time to decide to recapture that "Great To Be Alive" feeling again. You can,

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Order now and receive absolutely free, an illustrated course of instruction explaining 39 medically approved exercises you can follow to build muscular arms, a thick chest, Herculean shoulders, athletic legs and a trim waist. In addition, there is special advice on diet, hygiene, massage and relaxation—everything you need to know about keeping fit in 10 minutes a day.

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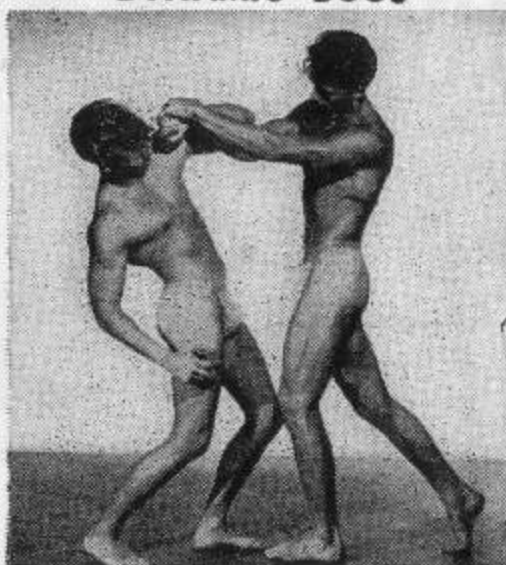
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 12—4 x 5 original prints.. \$ 2.50
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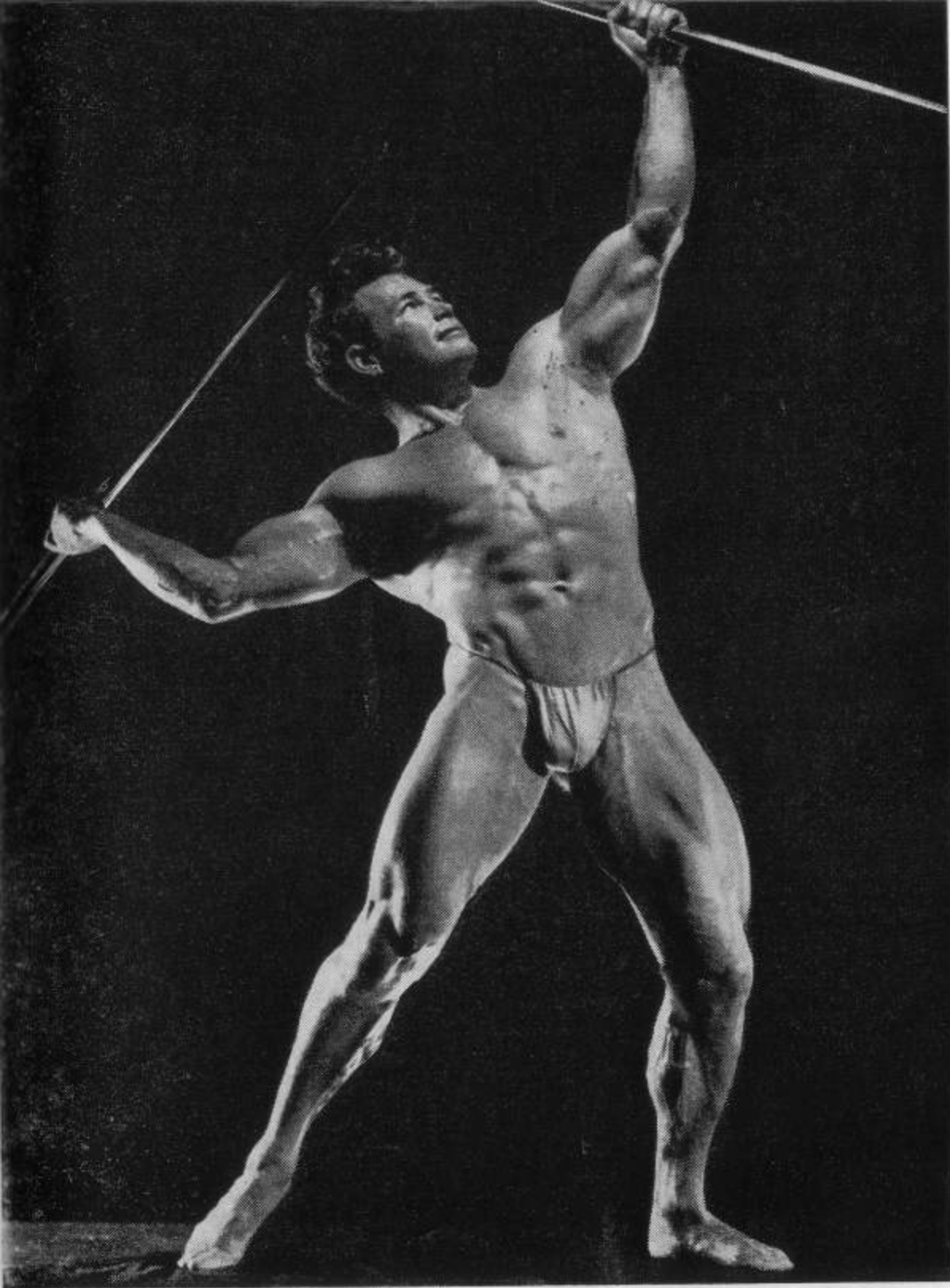
into the art of France. In "The Sabines"... "Leonidas With The Thermopolites"... "The Death of Hector"... and "Andromacha Sorrowing Over the Body of Hector", it is easy to see just how thoroughly he accomplished his mission.

These paintings are all on a heroic scale, yet you will note that while the men are depicted as being of Herculean stature, their musculature is always credible. The women are also painted in their proper perspective... heroic, yes... but not Amazonian.

The small children are treated with the softness which is characteristic of the very young, not as dream-like little cherubs of angelic innocence so often associated with churchly art of this period.

David, through his continual "jumping on the bandwagon", his jockeying for political power, became in fact so powerful that at one time he was actually able to vote for the execution of a king of France. With the attainment of this power he was accepted as the arch-arbiter of all things artistic in his country.

However, like many people who are unable to hold



ROY HILLIGENN by Warner
A new departure in posing technique

DON'T MISS THESE HE-MAN MAGAZINES



Muscle Power



Muscle Builder

Here are two action-packed magazines every admirer of the perfect male physique must read. In them you will learn exactly how the muscular stars shown in this publication train to develop their powerful bodies:—their favorite exercises for molding a thick chest, massive arms, a trim waist, rugged legs. Each magazine is loaded with more than 100 pictures of the world's best developed men in exciting poses which won them world fame. Fast moving text explains every intimate detail of their private and professional lives. Pick up a copy of each at your local newsstand. Only 35¢! You'll enjoy them—learn from them. They must be good . . . they're **WEIDER PUBLICATIONS!**

the reins of power, he began to make glaring mistakes in political judgment, and finally in his own sphere of art . . . mistakes so great as to result in his banishment from France, and in his subsequent death while in exile.

Degni

(Continued from Page 36)

Bodybuilders are personalities in their own right, just as film stars, Congressmen, sports heroes, and others are in themselves unique. They deserve more of our praise for their own individual accomplishments, and less of disparaging comparison. Furthermore, the bodybuilder who has not quite "arrived" needs the encouragement that only dedicated fans can supply to bring him into the limelight with the other great stars.

And so it is with Lou Degni . . . a star within his own right. It is all very well to read on the back of his pictures that he is 6 feet tall, weighs 220 pounds, has a chest measuring 49 inches, while his massive arms tape an almost incredible 18 inches. We Americans are great ones for statistics, but what is far

LOSE WEIGHT FAST!

15 Million Fat People Face Early Death

DOCTORS WARN: — Cancer, heart disease, diabetes and other dread diseases attack fat people more often than those of normal weight. Protect your life, your health, good looks! Follow the Weider 3 Way Reducing Plan NOW!



Before



After

JERRY MURRAY At 28, Jerry Murray was too fat, suffered from indigestion, shortness of breath. He followed the Weider 3 Way Reducing Plan and LOST 56 pounds, 10" from his waist.



Before



After

ROBERT REID—Police Constable Robert Reid was overweight, found it hard to do his job. He used Weider 3 Way Reducing Plan for 2 months; lost 30 pounds, regained his former pep and energy.

Here's Why You Must Lose Weight Quickly When You Follow The Weider 3 Way Plan .

1 You receive a supply of medically approved reducing tablets, which protect heart and liver during reduction. Take 3 a day, one before each meal.

satisfying quantities of nourishing food, following simple diet instructions outlined to you in FREE printed course. You are never hungry, still you lose pounds each day.

FREE illustrated course shows you enjoyable exercises to follow to melt off chest, waist, hips and upper thighs, improving your physical condition and making you look youthful and attractive.

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100 Tablets (one month supply)....\$3.50
300 Tablets (three month supply)....\$9.00

Name

Address

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Protect Your Health to Lose Weight Fast — Clip and Mail Coupon

PRICES:—
\$3.50 for one month's supply
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Series

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- Physique Color Slides
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... 4x5 ...
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13 assorted physique photo sets of our finest models now ready. 11—4x5 photos in each set. \$2 per set, postpaid.

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more important is how that 220 pounds is placed on the 6 foot frame. Fortunately in Lou's case it's all in the right places.

From tremendously wide shoulders capped by magnificent deltoids, his torso angles down to a mere 32 inch waist, in correct proportion to the size of his pelvis. His 26 inch thighs are twin dynamos of power, and his calves are symmetrically proportionate. Crowning all this physical perfection is a head of such manly beauty that even Adonis himself might well have envied. A generous smile, frequent and genuine, reflects the innate good breeding of this young giant.

Lou was born in New York, and spent most of his life there. However, recently he has become a Californian, and in a recent West Coast physique contest was chosen Mr. Surfside. This is but one of the many fine honors heaped upon him.

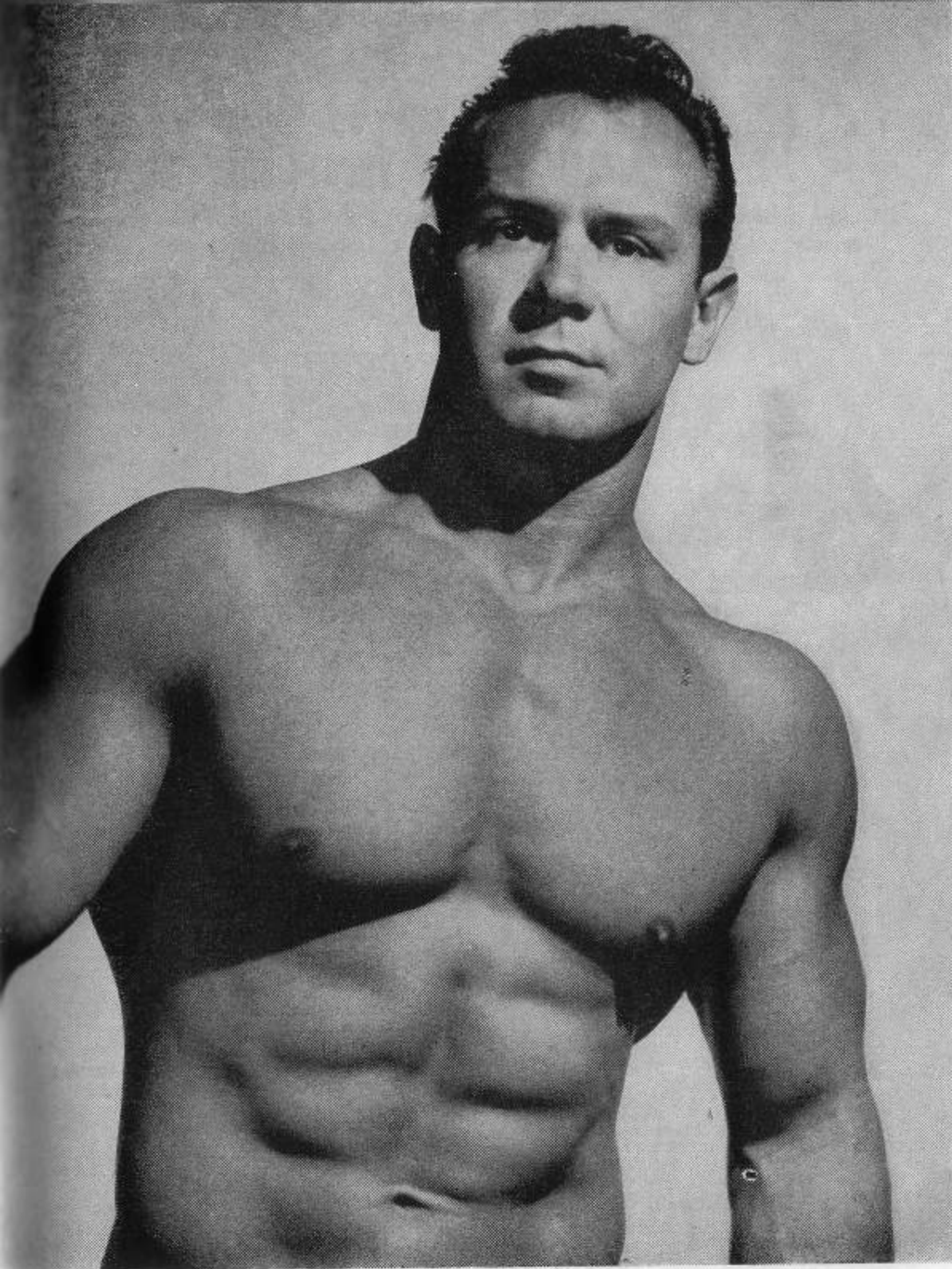
It should be obvious to all after viewing these photographs of Lou Degni, that here is a physique to be reckoned with ... definitely his star is in the ascendency.



GEBBE takes pleasure in presenting "Martin Gagliano". A young man famous in competitive weightlifting, now combines beauty and grace with his muscles in this attractive catalog of 18 miniatures. Kindly send \$1 for catalog to

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The Glory of Youth

(Continued from Page 25)

seen in some time . . . the model is Fred Kimball of Santa Monica, California.

Phil Deutsch, pictured here by Gebbe is a brother of the all-time physique great, Chick Deutsch . . . and AMG has contributed its final entry this month in Jimmy Lewis, 19 year old bodybuilder.

The field of football and baseball is represented by Sam Stall, of San Antonio, Texas, in this excellent photograph by Bruce.

Most present-day bodybuilders are familiar with the physique of Terry Robinson, through his numerous screen appearances . . . here is a photo of his younger brother, Artie.

Our final gallery portrait is of Raul Pacheco, a rising young photographer in his own right, and a poseur par excellence.

Hercules

(Continued from Page 16)

one's progress. Such has never been the case with Leroy. The super-successful outcome of his labors is the result of his ability to train with increasingly heavy weights, to force repetitions, and to pile exer-

Use COLOGNE

to Express Your Personality

Cologne is the only male cosmetic that is not purely functional. Soap, shaving cream, and deodorants each serves a single direct purpose.

Cologne, however, is more abstract. Used wisely it should create an illusion of heightened charm . . . add the perfect finishing touch to one's good grooming . . . it should be a summation of everything that is you. Hal Warner's Paris parfumeur has created three new colognes for three distinct personality types. For the gay, carefree, light-hearted youth we offer a rollicking, joyous scent . . . "FRAICHEUR" (Zephyr).

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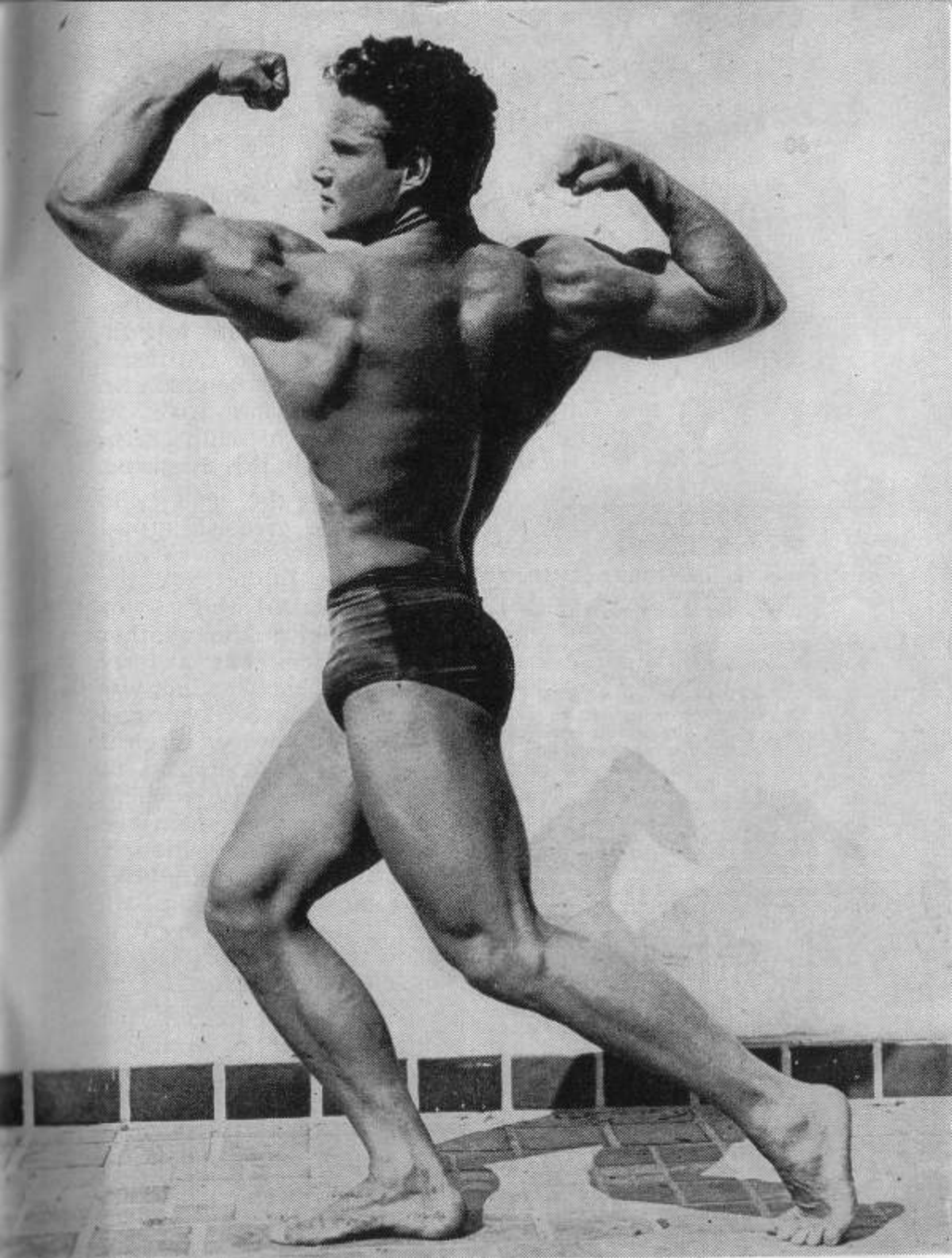
cise on exercise with no fear of strain, nor hurt, nor ill-effect. As he explains it in his simple philosophy . . . "to think well is to be well."

Leroy has been given further incentive to surpass his already fabulous efforts. Just a few months ago he became the father of Hercules III, and he intends to see to it that his son, when he reaches the bodybuilding age, will never lack a source of constant inspiration, and that the old adage "like father, like son" will once more take on new meaning.

Gods

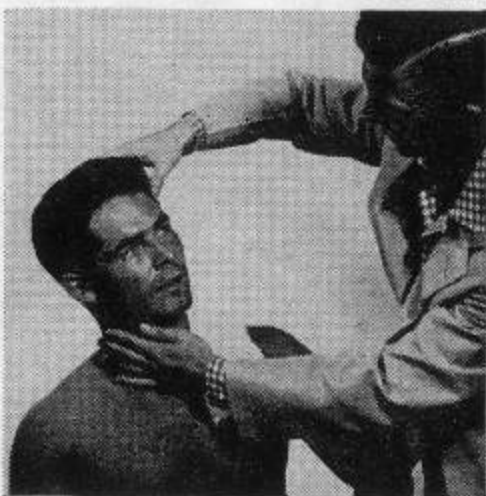
(Continued from Page 20)

The statue of Apollo has been used as a standard of masculine perfection for over two thousand years. Men of every age have tried to pattern themselves after his godlike proportions. Some have succeeded, and some have greatly surpassed his symmetrical development. How paradoxical it is that the statue of a man who never existed can exert a stronger influence on the lives of some men than the teachings of even the wisest patriarch who fully lived his allotted threescore years and ten!



STEVE REEVES by **Hanson**
The idol of American bodybuilders

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"Your FACE Is Your FORTUNE"



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HAL WARNER

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All of us who treasure masculine perfection are forever indebted to the great sculptors such as Praxiteles, for his "Dancing Faun". . . and to Policleitus for his "Athlete", as well as to those unknown immortals who gave us such works of sculpture as are shown in this magazine.

Possibly the god who makes the greatest appeal to the amorous male is Zeus, or Jupiter, as the Romans called him . . . or Jove, to give him another name. Here was a lusty creature whose conduct was most ungodlike . . . a god who used every magical power at his command to work his will with women. In the twinkling of an eye he could change himself into a beautiful white bull, or a shower of gold, a bolt of lightning, or even a dancing faun such as is shown in this issue.

However, the salient fact is this . . . the lustiness and savor of his life strikes a responsive note in the minds of many men today . . . men, who though in behavior are far more circumspect, are still most heartily sympathetic to the Jovian tactics.

There are too many of

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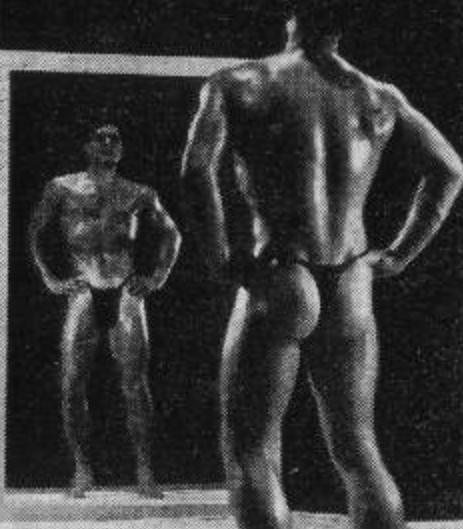
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us who fail to see this "humanity" in the gods. Too many of us approach the great statues, paintings, and ancient mementos of a former civilization with a feeling of awe and of reverence. Such treasures are not to be considered monuments to the dead because they are museum pieces on display from 9 to 5.

They are living records of a happy and well-lived community life, and if we will regard them so, we can more easily make "the glory that was Greece . . . the grandeur that was Rome" an enrichment of our own daily life.

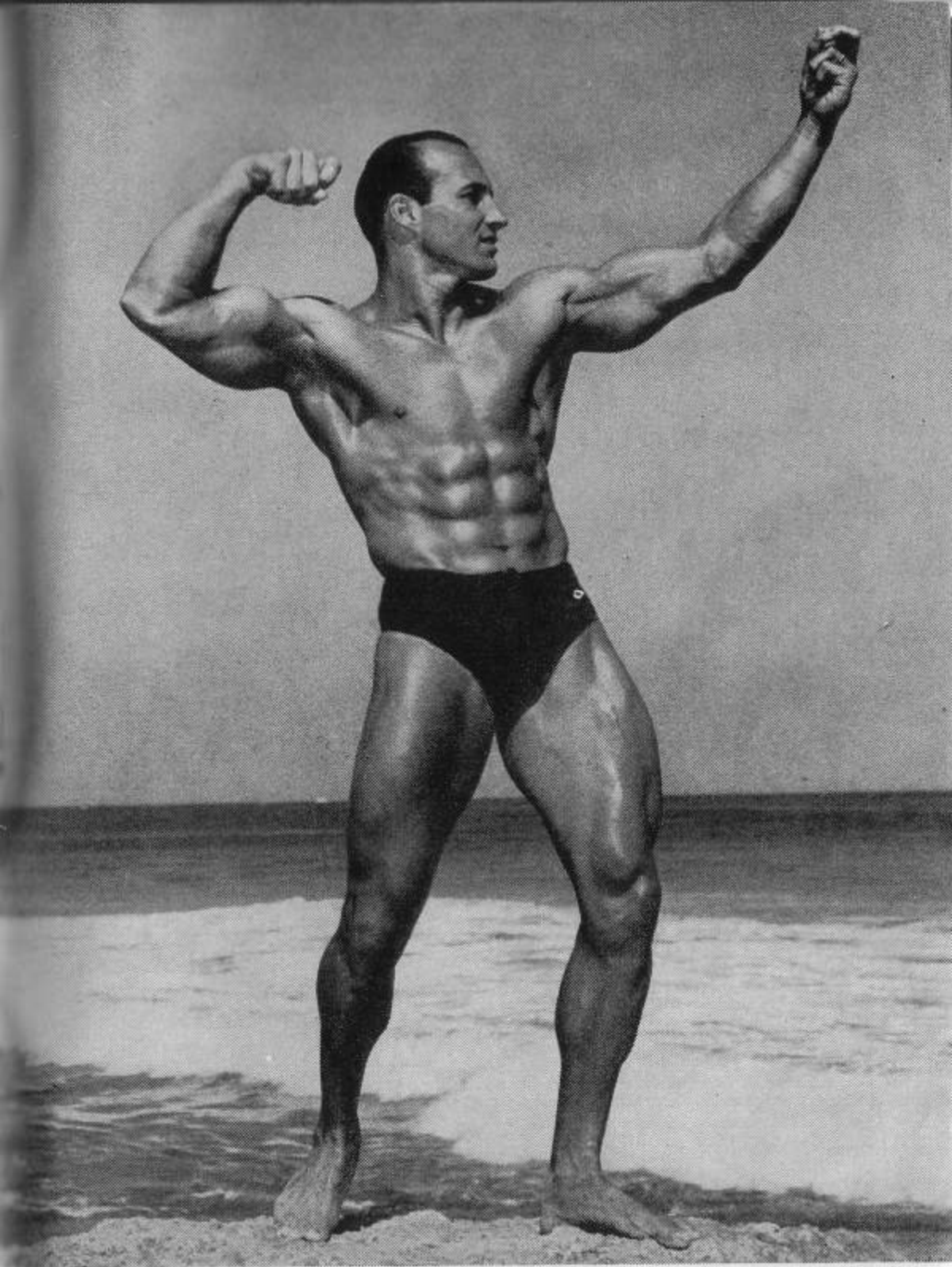
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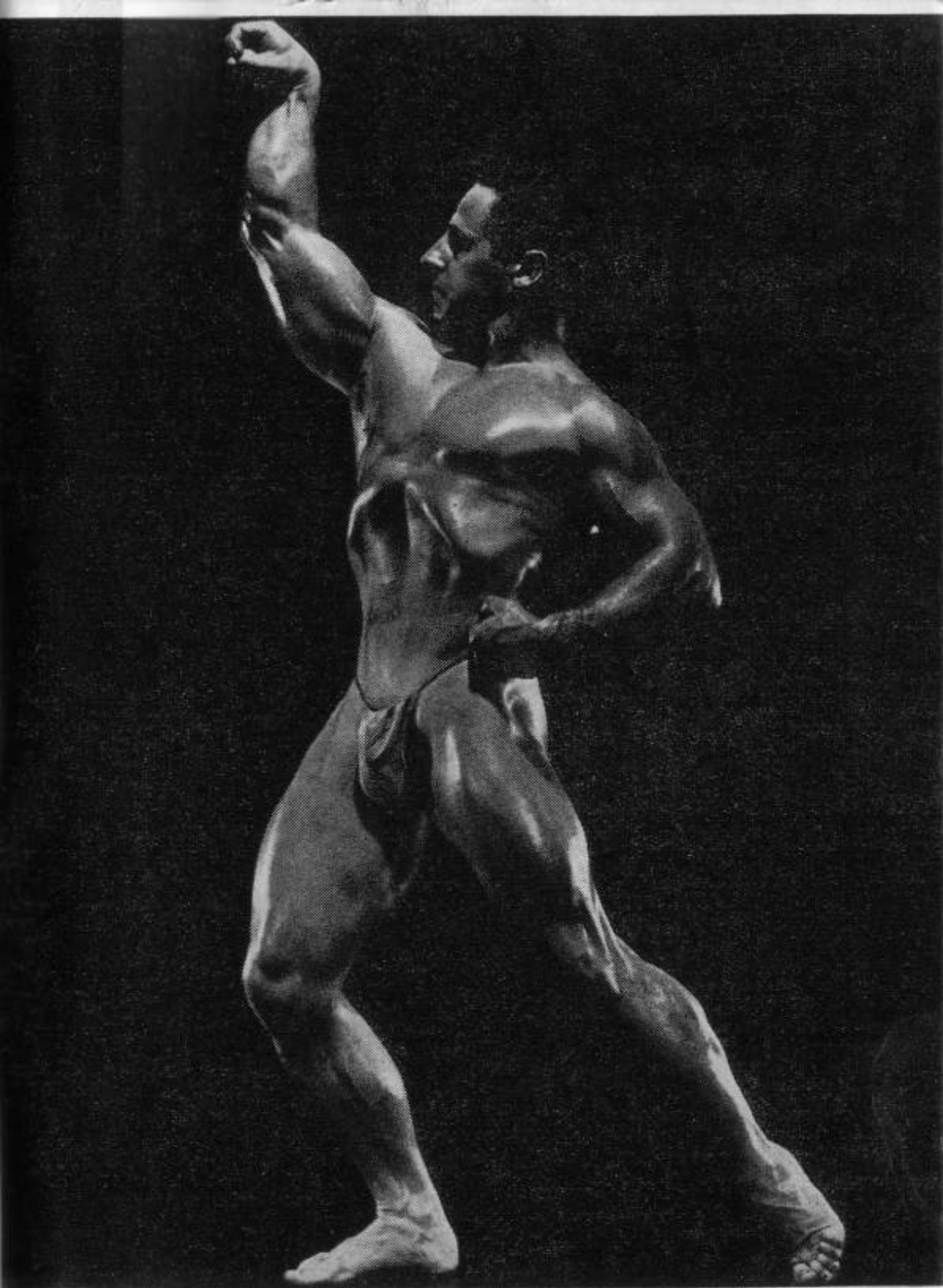
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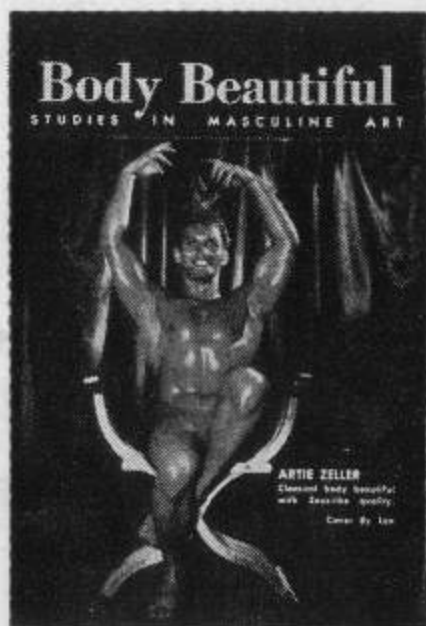
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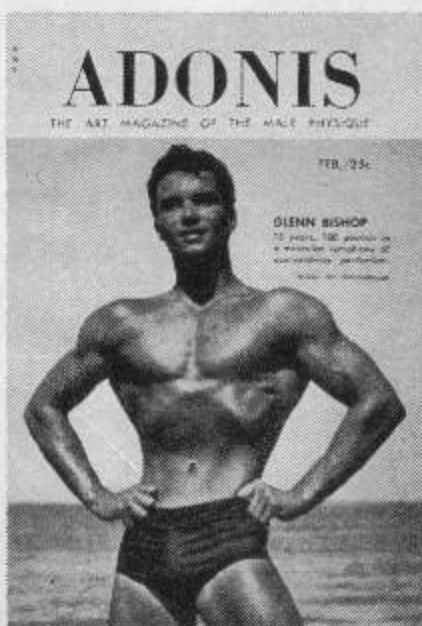


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These companion magazines are hailed by art lovers and those who appreciate the highest ideals of manhood for establishing an exciting new trend in the cultural presentation of the male form. In them, each month, you will find a wealth of inspirational material dedicated to the perfect man as seen through the eyes of the world's greatest artists, sculptors, and physique photographers. Those who admire male perfection on its highest artistic plane, will want to obtain and save every copy of "Body Beautiful" and "Adonis."

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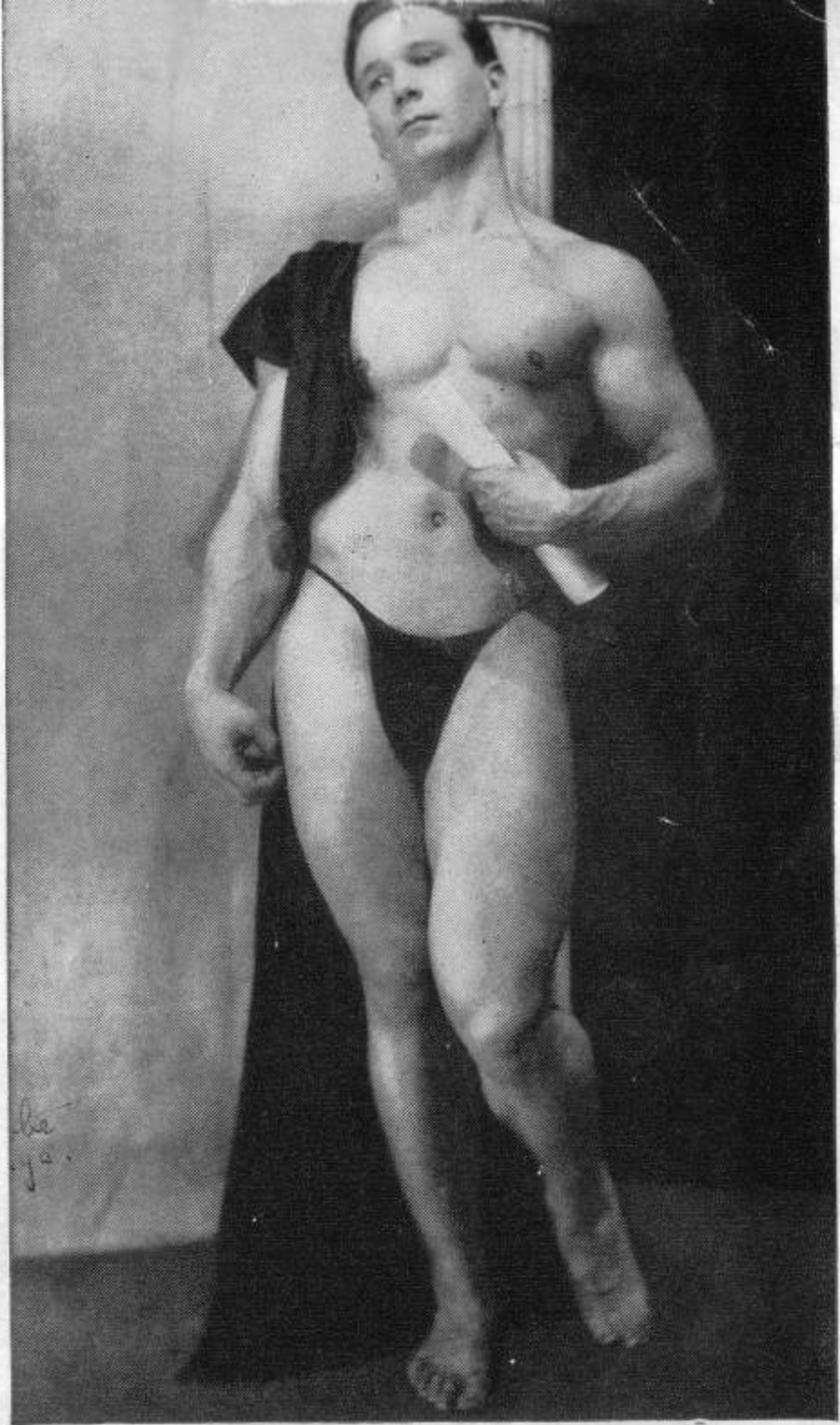
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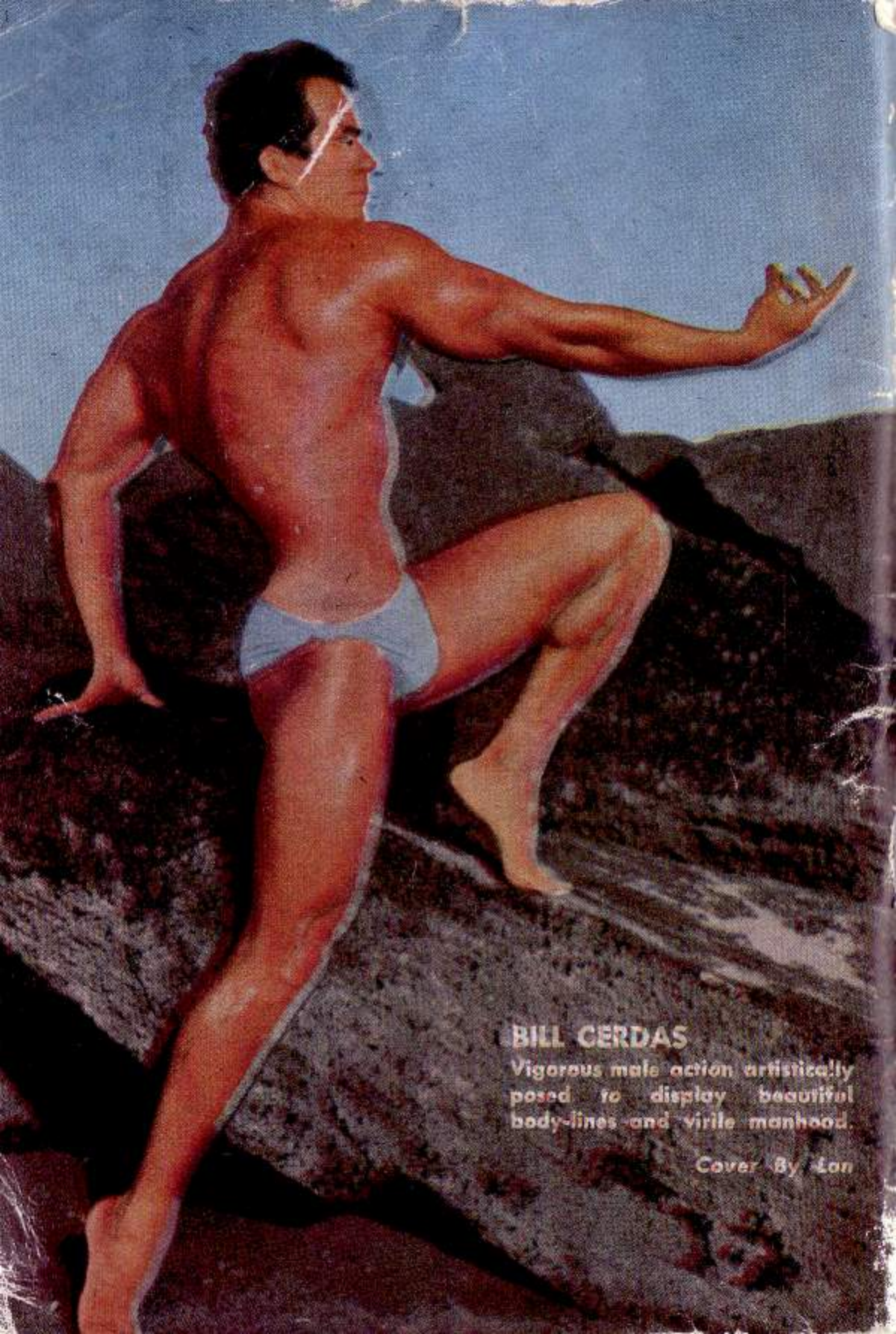
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BILL CERDAS

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Cover By Lon